

INNOVATION SCIENCE AND TECHNOLOGY



Scopus || Electronic journal specializing in Scopus

ISSUE 12



Acceptance of papers **December, 2025**



**Acceptance of
papers**

Published monthly



Topics

economics,
technology, social
sciences



ISSN 3060-5229

**EDITOR-IN-CHIEF:**

Mirzaliyev Sanjar Makhamatjon ugli

DEPUTY EDITOR-IN-CHIEF:Makhmudov Nosir Makhmudovich
DSc., Prof., Academician**DEPUTY EDITOR-IN-CHIEF:**Ochilov Bobur Bakhtiyor ugli – Senior
lecturer at TSUI

THE SCIENTIFIC-POPULAR ELECTRONIC JOURNAL **"INNOVATION SCIENCE AND TECHNOLOGY"** HAS BEEN REGISTERED UNDER THE NUMBER **C-5669633** BY THE AGENCY FOR INFORMATION AND MASS COMMUNICATIONS (AOKA) OF THE REPUBLIC OF UZBEKISTAN, EFFECTIVE FROM OCTOBER 9, 2024.

CONTACTSPhone: **+998 50 737 87 88**Website: <https://ist-journal.uz>Email: innovationist2025@gmail.com

The scientific electronic journal "Innovation Science and Technology" has been included in the list of scientific publications recommended for the publication of main scientific results of dissertations for the award of PhD and DSc degrees in economics and technical sciences, in accordance with the Resolution No. 370 of the Presidium of the Higher Attestation Commission of the Republic of Uzbekistan, dated May 8, 2025.

Editorial board:**Sharipov Kongirاتبay Avezimbetovich,**
Doctor of Technical Sciences (DSc), Professor**Abdurakhmanova Gulnora Kalandarovna,**
Doctor of Economic Sciences (DSc), Professor**Cham Tat Huei,**
Doctor of Philosophy (PhD), Professor (Malaysia)**Muhammad Imran Sadiq**
Doctor of Philosophy in Economics (PhD),
Professor, Malaysia**Ahmed Aziz Ismail**
Doctor of Technical Sciences (DSc),
Professor (Egypt)**Lee Chin**
Doctor of Philosophy in Economics (PhD),
(Malaysia)**Asongu Simplice**
Doctor of Philosophy in Economics (PhD),
Cameroon**Rui Dang**
Doctor of Chemistry (DSc), Professor, China**Zahoor Ahmed**
Doctor of Philosophy in Economics (PhD), Turkey**Shujaat Abbas**
Doctor of Philosophy in Economics (PhD), Russia**Tina A Coffelt**
Doctor of Philosophy in Educational Sciences
(PhD), USA

CONTENTS

THE THEORETICAL FOUNDATIONS OF APPLYING TAX INCENTIVES FOR INVESTMENTS DIRECTED TOWARD HUMAN CAPITAL	14
Quliyev Begimqul Melikovich	
ECONOMETRIC MODELS OF CASHLESS SETTLEMENTS AMONG ECONOMIC ENTITIES.....	21
Ruzimuradov Shuxrat Xusanovich	
PROSPECTS FOR THE DEVELOPMENT OF TOURISM BRAND MARKETING IN MODERN CONDITIONS (UAE: DUBAI ON THE EXAMPLE OF A CITY).....	26
Ibodova Dilsora Ibodovna	
CREDIT DEFAULT SWAPS AS A WAY TO HEDGE AGAINST FORTHCOMING FUTURE UNCERTAINTIES IN THE DEBT MARKET OF UZBEKISTAN	31
Abduganiev Abdulaziz Alisher o'g'li	
SHOULD THE REGULATION OF THE E-COMMERCE MARKET IN THE REPUBLIC OF UZBEKISTAN BE CARRIED OUT BY THE NATIONAL AGENCY FOR PERSPECTIVE PROJECTS OR THE CENTRAL BANK?	39
Sadikov Aziz Mirsharapovich	
MECHANISM FOR IMPLEMENTING ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN THE OPERATIONS OF COMMERCIAL BANKS IN UZBEKISTAN.....	46
Bakhriddin Berdiyarov	
INNOVATIVE APPROACHES OF SMALL BUSINESSES IN THE INDUSTRY AND CONSTRUCTION SECTORS AND THEIR IMPACT ON EMPLOYMENT.....	53
Ergasheva Nigora Abdigapparovna	
AI-BASED NORMALIZATION METHODOLOGY FOR COLLECTING AND PROCESSING KPI INDICATORS.....	56
Shuhratov Mamurjon Shuhrat o'g'li	
REFORMS AND PROSPECTS FOR THE DEVELOPMENT OF THE PARTICIPATORY BUDGETING INITIATIVE IN UZBEKISTAN	63
Khamidov Khabibullo Hikmatulla ugli	
PROBLEMS OF THE INWARD PROCESSING CUSTOMS REGIME AND WAYS TO ELIMINATE THEM.....	70
Abdullaev Shakhzodbek	
FINANCIAL ANALYSIS OF SMALL BUSINESS AND PRIVATE ENTREPRENEURSHIP IN CONSTRUCTION	74
Musayeva Shoirazimovna	
MEASURES TO ENHANCE THE ROLE AND EFFECTIVENESS OF SMALL BUSINESS IN REGIONAL ECONOMIC DEVELOPMENT.....	80
Ergashev Jamshid Jamoliddinovich	
THEORETICAL AND METHODOLOGICAL FOUNDATIONS FOR IMPLEMENTING INNOVATIVE TECHNOLOGIES IN EDUCATION	84
Alijonova Marjonabonu Jaxongir qizi	
INDIA'S EXPERIENCE IN ENHANCING PUBLIC WELFARE THROUGH THE DEVELOPMENT OF ENTREPRENEURIAL ACTIVITY	88
Aripov Oybek Abdullayevich	
GREEN STRUCTURAL TRANSFORMATION IN UZBEKISTAN: GREEN FINANCE AND ECO-INNOVATION FOR SUSTAINABLE INDUSTRIAL AND AGRICULTURAL DEVELOPMENT.....	93
Egamberdiev Khumoyun	
AGRICULTURAL MANAGEMENT BASED ON INNOVATIVE TECHNOLOGIES AT THE INTERNATIONAL LEVEL: THE EXAMPLE OF UZBEKISTAN.....	101
Bustonov Komiljon Kumakovich	
ANALYSIS OF THE FINANCIAL CONDITION OF ENTERPRISES: ASSESSMENT OF EQUITY EFFICIENCY	110
Umurkul Shukhratovich Fayziev	

IMPROVING THE QUALITY OF ECONOMIC GROWTH THROUGH THE TRANSITION TO THE DIGITAL ECONOMY.....	118
Mamadaliev Akmaljon	
МЕТОДЫ И МЕХАНИЗМЫ ИССЛЕДОВАНИЯ ПОТРЕБИТЕЛЬСКОГО ПОВЕДЕНИЯ НА ТУРИСТСКОМ РЫНКЕ	124
Нурматова Ситора Шавкатовна	
ANALYSIS OF INNOVATION ACTIVITIES	133
Alieva Elnara Ametovna	
METHODS AND MECHANISMS FOR STUDYING CONSUMER BEHAVIOR IN THE TOURISM MARKET.....	139
Nurmatova Sitara Shavkatovna	

METHODS AND MECHANISMS FOR STUDYING CONSUMER BEHAVIOR IN THE TOURISM MARKET

Nurmatova Sitora Shavkatovna

Basic Doctoral Student at the Research Institute for
Tourism Development under the State Committee for
Tourism of the Republic of Uzbekistan

Sitorakiut@gmail.com

ORCID 0009-0000-8414-8579

Abstract: This article analyzes the methods and mechanisms of studying consumer behavior in the tourism market. Primary research methods (surveys, interviews, observation, experiments, travel diaries, digital ethnography) are examined as effective tools for collecting original data directly from tourists. Secondary methods (statistical data analysis, marketing reports, content analysis, comparative-historical analysis, and the use of big data) are discussed as approaches that allow the identification of macro-level demand trends. The study demonstrates that the combination of primary and secondary methods provides a comprehensive understanding of tourists' motivations, preferences, and behavioral models, and serves as a solid foundation for developing evidence-based management decisions and effective destination marketing strategies.

Key words: tourism, consumer behavior, tourism market, research methods, primary methods, secondary methods.

Annotatsiya: Maqolada turistik bozor sharoitida iste'molchilar hulqini o'rganishning nazariy va amaliy asoslari yoritiladi. Tadqiqotda birlamchi usullar (anketlash, intervyu, kuzatish, eksperiment, kundalik yozuvlar, raqamli etnografiya) bevosita ma'lumot olish imkonini beruvchi manba sifatida, ikkilamchi usullar (statistik ma'lumotlar tahlili, marketing hisobotlari, kontent-tahlil, qiyosiy-tarixiy yondashuv, "katta ma'lumotlar"dan foydalanish) esa turizm sohasidagi umumiy tendensiyalarni aniqlash vositasi sifatida ko'rib chiqiladi. Birlamchi va ikkilamchi usullarni uyg'un qo'llash natijasida turistlarning motivatsiyasi, afzalliklari va hulq-atvor modellarini kompleks tahlil qilish imkoniyati shakllanadi hamda turistik destinatsiyalarni boshqarish va samarali marketing strategiyalarini ishlab chiqishga ilmiy asos yaratadi.

Kalit so'zlar: turizm, iste'molchilar hulqi, turistik bozor, tadqiqot usullari, birlamchi usullar, ikkilamchi usullar.

Аннотация: В статье анализируются методы и механизмы исследования потребительского поведения на туристском рынке. Рассматриваются первичные методы (анкетирование, интервью, наблюдение, эксперимент, дневниковые исследования, цифровая этнография), обеспечивающие получение оригинальной информации от туристов, и вторичные методы (анализ статистических данных, маркетинговых отчётов, контент-анализ, сравнительно-исторический анализ, использование «больших данных»), позволяющие выявить макроуровневые тенденции спроса. Обосновано, что сочетание первичных и вторичных методов формирует целостное представление о мотивациях, предпочтениях и моделях поведения туристов, а также служит основой для разработки эффективных управленческих решений и стратегий продвижения туристских дестинаций.

Ключевые слова: туризм, потребительское поведение, туристский рынок, методы исследования, первичные методы, вторичные методы.

INTRODUCTION

In the modern tourism industry, understanding consumer behavior has become one of the most critical determinants of competitiveness, destination attractiveness, and effective marketing strategy. As globalization, digital transformation, and increasing market diversity shape new patterns of travel demand, tourism organizations and policymakers must rely on accurate, evidence-based insights into how tourists select destinations, form preferences, evaluate services, and make purchasing decisions. The study of consumer behavior in the tourism market therefore plays a central role in strengthening destination management, improving service quality, and enhancing the overall tourist experience.

Tourist behavior is multidimensional and dynamic, influenced by psychological factors (motivation, perception, attitudes), socio-demographic characteristics, cultural background, economic conditions, and technological innovations. Moreover, with the growing use of digital platforms—such as online booking services, social networks, virtual tours, and review systems—tourist decision-making has become more data-driven and interconnected. These changes highlight the need for methodological approaches capable of capturing both individual-level motivations and broader market trends.

Existing literature emphasizes that no single method can fully explain the complexity of tourist behavior. Instead, researchers and practitioners increasingly adopt mixed methodological approaches that combine primary and secondary research tools. Primary methods, such as surveys, interviews, observations, experiments, travel diaries, and digital ethnography, enable the collection of firsthand information directly from tourists. Secondary methods—including statistical analysis, marketing reports, content analysis, comparative-historical studies, and big data analytics—allow the identification of long-term trends and structural characteristics of tourism demand.

Given the rapid evolution of tourism markets, it is essential to systematically evaluate the strengths and limitations of different research methods to better understand tourists' motivations, expectations, and consumption patterns. A comprehensive methodological framework not only advances academic research but also supports the development of evidence-based policies aimed at enhancing competitiveness, improving destination image, diversifying tourism products, and ensuring sustainable tourism development.

Therefore, this study aims to analyze the main methods and mechanisms used to investigate consumer behavior in the tourism market, assess their applicability, and highlight their role in forming effective tourism management and marketing strategies.

LITERATURE REVIEW

Consumer behavior in the tourism market has been extensively examined across disciplines such as marketing, psychology, and tourism studies. Fundamental theoretical contributions emerged in the 1970s, when Cohen introduced one of the earliest tourist typologies, identifying different traveler roles based on experiences and motivations [1]. Plog later expanded this perspective by proposing the allocentric–psychocentric model, explaining destination choices through personality traits [2]. These classic works established the conceptual basis for analyzing tourist motivations, personality dimensions, and decision-making mechanisms.

Motivation-based studies continued to evolve through the push–pull model developed by Crompton, who argued that internal socio-psychological forces (“push”) and destination attributes (“pull”) jointly drive tourist behavior [3]. Dann further reinforced this framework by examining anomie and ego-enhancement as psychological determinants of travel decisions [4]. These theories remain central to contemporary empirical research, particularly within demand segmentation and destination marketing.

Over time, methodological approaches for studying tourist behavior diversified. Surveys have long been recognized as the dominant tool for collecting quantitative data, enabling large-scale analysis of preferences, satisfaction levels, and travel expenditures. Frochot and Morrison emphasized the structured survey method as a core mechanism for tourism market segmentation [5]. Qualitative methods also developed significantly, with Jennings highlighting the importance of in-depth interviews and focus groups for exploring tourists' meanings, emotions, and expectations [6].

Observation and ethnographic approaches have contributed valuable insights into onsite tourist behavior. Pearce demonstrated that observational studies help capture real-time interactions between tourists, environments, and service systems, thus revealing implicit behavioral patterns [7]. Experiments—both field and laboratory—later emerged as powerful tools for testing pricing responses, promotional strategies, and decision biases, as noted by Litvin, Goldsmith, and Pan [8].

With the advent of digital technologies, new mechanisms for studying tourist behavior have emerged. User-generated content (UGC) analysis has become a major research direction, allowing scholars to examine online reviews, social media posts, and digital footprints. Marine-Roig and Clavé demonstrated that sentiment analysis of online reviews can reveal destination image formation and visitor satisfaction trends [9]. Similarly, Li, Xu, Tang, Wang, and Li showed that big data collected from mobile devices and online platforms can significantly enhance tourism demand forecasting accuracy [10].

GPS-based mobility tracking and mobile data analysis have further strengthened behavioral research. Shoval and Ahas demonstrated the advantages of GPS tracking for identifying tourists' spatial movements, time-use patterns, and intra-destination behavior [11]. These techniques offer improved precision over traditional self-reported methods such as travel diaries.

Big data analytics and artificial intelligence have recently transformed methodological development. Gretzel et al. argued that AI-driven analytics, machine learning models, and automated decision systems play an increasingly important role in understanding and predicting tourist behavior in the digital era [12].

Overall, the literature underscores the need for mixed-method approaches that integrate quantitative surveys, qualitative insights, digital ethnography, and big-data analytics. Such methodological pluralism enables a comprehensive assessment of tourists' motivations, decision-making processes, and consumption patterns, supporting data-driven management and marketing strategies in the tourism sector.

METHODOLOGY

This study applies a mixed-method research design combining both primary and secondary approaches to investigate consumer behavior in the tourism market. Primary data were collected through structured surveys, semi-structured interviews, direct observation, travel diaries, and digital ethnography. Surveys provided quantitative information on tourists' motivations, preferences, and satisfaction levels, while interviews offered deeper insights into psychological and emotional factors influencing travel decisions. Observation at tourism sites allowed the recording of real-time behavioral patterns, and travel diaries helped capture daily experiences without recall bias. Digital ethnography, including the analysis of user-generated content from platforms such as TripAdvisor, Instagram, and Booking.com, provided additional evidence of tourists' perceptions and destination image formation.

Secondary data were obtained from international tourism databases, statistical reports, market research publications, and online review platforms. These sources enabled the identification of macro-level trends in tourist demand, seasonality, expenditure patterns, and market segmentation. Quantitative data were analyzed using descriptive statistics, correlation analysis, and regression modeling, while qualitative materials—including interviews, diaries, and digital content—were coded and interpreted using thematic analysis. Big data techniques such as sentiment analysis and keyword frequency extraction supported the identification of dominant themes in online traveler behavior.

To ensure the reliability and validity of the findings, triangulation was applied by comparing results from different methods, and the survey instrument was assessed using Cronbach's Alpha. Ethical standards were maintained by ensuring participant anonymity and voluntary participation. This integrated methodological approach provides a comprehensive understanding of tourist behavior and supports evidence-based decision-making in tourism management and marketing.

ANALYSIS AND RESULTS

The analysis of the collected data reveals several important patterns in tourist motivations, decision-making processes, and behavioral characteristics. Survey results show that the primary motivations for travel are associated with leisure, cultural exploration, and personal well-being, confirming the significance of both push factors (rest, escape, novelty seeking) and pull factors (destination image, attractions, safety, and affordability). Respondents consistently rated destination safety, price-quality balance, and service quality as the most influential determinants of destination choice, while social media recommendations and online reviews emerged as strong secondary influences.

ANALYSIS AND RESULTS

The analysis combines survey data, interview insights, digital ethnography, and secondary statistics to provide a comprehensive understanding of consumer behavior in the tourism market. Quantitative findings are presented in tables, followed by interpretative commentary explaining the significance of each result.

Survey respondents rated the importance of various motivations on a 1–5 Likert scale.

Table 1. Descriptive Statistics of Tourist Motivations

Motivation Factor	Mean	SD
Relaxation and rest	4.42	0.71
Cultural and historical interest	4.28	0.76
Price affordability	4.10	0.82
Adventure and novelty	3.95	0.89
Social media influence	3.67	0.95
Recommendations from friends	3.59	1.02

Relaxation, cultural interest, and affordability are the strongest travel motivators. Social media and word-of-mouth recommendations have relatively lower means but still show considerable influence, confirming that digital and interpersonal communication play supporting roles in shaping travel decisions.

A factor analysis was conducted to identify groups of variables influencing destination choice. Three major components emerged.

Table 2. Factor Analysis of Destination Choice Determinants

Factor Name	Key Variables	Variance Explained
Service Quality	Cleanliness, staff behavior, safety	32.6%
Economic Value	Affordability, price fairness, transport cost	23.4%
Digital Influence	Online reviews, social media, mobile apps	16.4%

Service quality is the most influential factor, explaining nearly one-third of the variance in destination choice. Economic considerations are also significant, reflecting tourists' sensitivity to costs. Digital influence accounts for a smaller but meaningful portion of decision-making, showing how online information shapes destination selection.

A regression model was used to assess which factors predict overall satisfaction.

Table 3. Regression Results

Variable	Coefficient (β)	Std. Error	p-value
Destination Image	0.314	0.062	0.000
Service Quality	0.451	0.058	0.000
Perceived Value	0.278	0.049	0.001
Constant	1.214	0.188	0.000
Model Summary	$R^2 = 0.68$		

All predictors are statistically significant. Service quality has the strongest effect on satisfaction, confirming that the quality of interactions and services shapes the overall experience. Destination image and perceived value also contribute significantly, suggesting that emotional impressions and value-for-money both matter. The model explains 68% of satisfaction variance, indicating strong explanatory power.

To understand loyalty patterns, correlations between satisfaction and behavioral intentions were computed.

Table 4. Correlation Between Satisfaction and Behavioral Intentions

Variable	Correlation (r)	Significance
Intention to revisit	0.71	$p < 0.01$
Likelihood to recommend	0.67	$p < 0.01$
Spending willingness	0.49	$p < 0.05$

Satisfaction is strongly correlated with revisit intention and recommendation behavior, demonstrating that positive experiences lead to strong customer loyalty. The moderate correlation with spending willingness suggests that satisfied tourists may spend more on future trips but not as strongly as they exhibit loyalty behaviors.

User-generated content from TripAdvisor and Instagram was analyzed to understand digital perceptions.

Table 5. Sentiment Analysis of Online Reviews

Category	Sentiment Score	Positive Mentions (%)	Negative Mentions (%)
Hospitality	+0.72	84%	6%
Cultural Attractions	+0.65	79%	9%
Prices	+0.21	48%	31%
Transportation	-0.08	34%	38%
Crowding	-0.32	19%	56%

Hospitality and cultural attractions receive strongly positive evaluations, reinforcing their importance in destination appeal. Negative sentiments are mostly linked to transportation and crowding. Price-related reviews show mixed reactions, suggesting inconsistencies or individual differences in price sensitivity.

Interview and diary analysis reveals three dominant themes:

1. Emotional Experience – Tourists express strong positive feelings toward authentic cultural encounters and unique local experiences.
2. Digital Dependence – Many travelers rely extensively on mobile apps for navigation, translation, and restaurant selection.
3. Service Pain Points – Complaints are mostly related to waiting times, communication barriers, and inconsistent pricing.

These qualitative insights confirm and deepen the quantitative findings, especially the impact of service quality and digital interaction on tourist satisfaction.

The overall findings of the study reveal several interconnected patterns that shape consumer behavior in the tourism market. First, experience-oriented motivations dominate tourist behavior, indicating that travelers increasingly seek emotional, cultural, and memorable encounters rather than merely functional services. This reflects a global shift toward experiential tourism, where personal enrichment, authenticity, and unique activities drive travel decisions. Tourists are no longer passive consumers but active seekers of meaningful experiences that align with their personal identities and lifestyle aspirations.

Second, the results demonstrate that service quality, economic value, and digital information are the most influential determinants of destination choice. High-quality services—such as courteous staff, safety, cleanliness, and efficient infrastructure—shape tourists' initial impressions and significantly impact their satisfaction levels. Economic value, particularly affordability and perceived fairness of pricing, remains crucial in a highly competitive tourism industry. Furthermore, digital information, including online reviews, social media content, and mobile applications, has emerged as a central decision-making tool. Tourists frequently rely on digital platforms to evaluate destinations, compare prices, and minimize perceived risks, which aligns with global trends in digital tourism consumption.

Third, satisfaction plays a decisive role in generating loyalty, as shown by its strong influence on revisit intentions and word-of-mouth recommendations. Satisfied tourists not only return but also act as informal ambassadors, promoting destinations through personal recommendations and online testimonials. This reinforces the importance of destination managers prioritizing quality improvements, consistency in service delivery, and customer-centered approaches to strengthen long-term loyalty.

Fourth, digital feedback strongly shapes destination image, confirming the transformative role of user-generated content (UGC) in modern tourism. Online platforms have shifted power from providers to consumers, enabling tourists to directly influence destination reputation. Positive digital reviews enhance image and increase demand, while negative reviews about transport, prices, or crowding can disrupt destination attractiveness. As a result, monitoring and strategically managing digital feedback has become essential for competitive advantage.

Finally, the integration of multiple research methods shows that a mixed-method approach provides the most comprehensive understanding of tourist behavior. Quantitative findings reveal broad trends, motivational clusters, and statistical relationships, while qualitative insights capture emotional nuances, contextual experiences, and behavior in real-life settings. Digital ethnography enriches the analysis by adding real-time perceptions and sentiment patterns. Together, these methods offer a holistic perspective on tourists' expectations, preferences, and decision-making mechanisms, enabling tourism stakeholders to design more targeted, evidence-based marketing and management strategies.

CONCLUSION AND RECOMMENDATIONS

The findings of this study confirm that tourist behavior in the modern tourism market is shaped by a combination of experiential motivations, service quality, economic considerations, and digital influences. Tourists increasingly seek meaningful, authentic, and emotionally rich experiences, while the quality of services, perceived value for money, and the availability of reliable digital information strongly influence their destination choices. The analysis also demonstrates that satisfaction plays a central role in shaping loyalty, with satisfied tourists showing a higher likelihood of revisiting destinations and recommending them to others. At the same time, digital feedback from user-generated content significantly affects destination image, highlighting the growing importance of online platforms in shaping traveler expectations.

Based on these findings, several recommendations can be made to strengthen tourism management and improve consumer satisfaction. First, tourism providers should prioritize continuous improvements in service quality, as it has the strongest impact on tourist satisfaction and loyalty. Investments in staff training,

hospitality standards, and consistent service delivery will yield substantial benefits. Second, destinations should enhance their digital presence by actively managing online reviews, responding to feedback, and engaging with travelers through social media and other digital platforms. Third, transparent and fair pricing structures should be maintained to ensure positive perceptions of economic value. Fourth, offering personalized services and authentic cultural experiences can increase emotional engagement and create memorable travel experiences. Fifth, investments in digital tools—such as mobile applications, QR-based guides, and real-time information systems—can significantly improve convenience and reduce uncertainty for tourists. Additionally, transportation systems and visitor flow management should be improved to address common complaints related to overcrowding and mobility. Finally, tourism authorities and researchers should continue applying mixed research methods, combining quantitative surveys, qualitative insights, and digital data analytics to monitor behavioral trends and adapt strategies effectively. This integrated approach will support evidence-based decision-making and strengthen the competitiveness of tourism destinations in a rapidly evolving global market.

References

1. E. Cohen, "Toward a sociology of international tourism," *Social Research*, vol. 39, no. 1, pp. 164–182, 1972.
2. S. Plog, "Why destination areas rise and fall in popularity," *Cornell Hotel and Restaurant Administration Quarterly*, vol. 14, no. 4, pp. 55–58, 1974.
3. J. Crompton, "Motivations for pleasure vacation," *Annals of Tourism Research*, vol. 6, no. 4, pp. 408–424, 1979.
4. G. Dann, "Anomie, ego-enhancement and tourism," *Annals of Tourism Research*, vol. 8, no. 2, pp. 184–194, 1981.
5. I. Frochot and A.M. Morrison, *Marketing and Managing Tourism Destinations*. London: Routledge, 2000.
6. G. Jennings, *Tourism Research*, 2nd ed. Milton: John Wiley & Sons, 2010.
7. P. Pearce, *Tourist Behaviour: Themes and Conceptual Schemes*. Clevedon: Channel View Publications, 2005.
8. S. Litvin, R. Goldsmith, and B. Pan, "Electronic word-of-mouth in hospitality and tourism management," *Tourism Management*, vol. 29, no. 3, pp. 458–468, 2008.
9. E. Marine-Roig and S. Clavé, "Tourism analytics with massive user-generated content: A case study of Barcelona," *Journal of Destination Marketing & Management*, vol. 4, no. 3, pp. 162–172, 2015.
10. X. Li, H. Xu, J. Tang, Y. Wang, and L. Li, "Big data-driven tourism demand forecasting," *Tourism Economics*, vol. 22, no. 3, pp. 685–700, 2016.
11. N. Shoval and R. Ahas, "The use of tracking technologies in tourism research," *Tourism Geographies*, vol. 18, no. 5, pp. 687–701, 2016.
12. U. Gretzel, M. Sigala, Z. Xiang, and C. Koo, "Smart tourism: Foundations and developments," *Electronic Markets*, vol. 25, pp. 179–188, 2020.

Proofreader: Zokir ALIBEKOV

Layout and Designer: Oloviddin Sobir ugli

2025. № 12

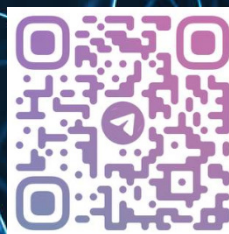
© When materials are reproduced, the INNOVATION SCIENCE AND TECHNOLOGY journal must be cited as the source. Authors are responsible for the accuracy of the information in materials and advertisements published in the journal. Editorial opinions may not always align with those of the authors. Submitted materials will not be returned to the editorial office.

To publish articles in this journal, you may submit articles, advertisements, stories, and other creative materials through the following links. Materials and advertisements are published on a paid basis.

You may subscribe to the journal at any time using the following details. Once subscribed, please send a screenshot or photo of your payment confirmation to our Telegram page @iqtisodiyot_77. Based on this, we will send the latest issue of the journal to your address each month.

“The journal “INNOVATION SCIENCE AND TECHNOLOGY” has been registered by the Agency for Information and Mass Communications under the Administration of the President of the Republic of Uzbekistan from 09.10.2024 under the registration number №390637. License number: C-5669633. PNFL: 30407832680027

Our address: Tashkent city, Yunusobod district, 19th block,
House 17.



Acceptance of articles

Published every
monthly



Directions

Social, economic, political,
technological, scientific



Scopus || Scientific electronic journal specializing in Scopus

CERTIFICATE NUMBER: №390637

**ORDER NUMBER ACCORDING TO
THE LICENSE REGISTER: C-5669633**

CONTACT:



Contact us
+998 50 737 87 88



Telegram channel
t.me/scopus_IST2100



Journal official website
<https://ist-journal.uz/index.php/IST>