

INNOVATION SCIENCE AND TECHNOLOGY

ISSUE 6, PART I / JUNE 2026

 Acceptance of papers



**Acceptance of
papers**

Published monthly



Topics

economics,
technology, social
sciences





EDITOR-IN-CHIEF:

Mirzaliyev Sanjar Makhmatjon 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.

CONTACTS

Phone: **+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 Kongiratbay 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



Abdikarimova Dinara Rustamxanovna
Doctor of Economic Sciences (DSc), Professor

Kurbonbekova Mohichehra Turobjonovna
Doctor of Economic Sciences (DSc), Professor

Alimardonov Ilkhom Muzrabshokovich
Doctor of Economic Sciences (DSc), Professor



Razakova Barno Sayfieva
Doctor of Philosophy in Economics (PhD)



Khasanov Sarvar Ulugbek ugli
Doctor of Philosophy in Economics (PhD)



Kholikova Rukhsora Sanjarovna
Associate Professor (PhD)

CONTENTS

BUDGETING BASED ON THE BALANCED SCORECARD SYSTEM IN STRATEGIC MANAGEMENT ACCOUNTING.....	8
Pardaeva Shakhnoza Abdinabievna	
TURIZM SOHASIDA TARJIMA NAZARIYASINING O'RNI	13
Bahronova Charos Mirabbos qizi	
THE ROLE OF ESG PRINCIPLES AND DIGITAL TECHNOLOGIES IN THE DEVELOPMENT OF CORPORATE SOCIAL MANAGEMENT SYSTEMS	16
Shokhrukh Abdisalimovich Muratkosimov	
A COMPARATIVE SEMANTIC FIELD ANALYSIS OF "BENEFIT" ACROSS ENGLISH AND UZBEK CULTURES	23
Mohira Husanovna Divanova	
ROSSIYA TIJORAT BANKLARIDA DEPOZIT OPERATSIYALARINI RIVOJLANTIRISHNING O'ZIGA XOS JIHATLARI	30
Rahimov Akmal Matyaqubovich	
USE OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES AGAINST CYBER THREATS IN THE PUBLIC SECTOR.....	37
Nuratdinov Xushnid Begzadovich, Erejepov Kewlimjay Kaymatdinovich	
PUL-KREDIT SIYOSATI INSTRUMENTLARIDAN FOYDALANISH AMALIYOTINI TAKOMILLASHTIRISH ..	42
A.A. Ismailov	
"O'ZBEKISTON TEMIR YO'LLARI" AJNING AMALIY IQTISODIY HOLATI TAHLILI VA OPSIONLARNI ANIQLASH	48
Bobojonova Zarnigor Shokirovna	
COMPARATIVE ANALYSIS OF DEEP LEARNING ALGORITHMS FOR AUTOMATED SKIN DISEASE DIAGNOSIS FROM DERMOSCOPIC IMAGES.....	56
Nazirova Elmira Shodmonovna, Abdusalomova Shokhista Boboyor qizi	
STRATEGY FOR THE DEVELOPMENT OF THE FINANCIAL MARKET OF UZBEKISTAN IN THE CONTEXT OF DIGITAL AND GREEN TRANSFORMATION	61
Muftaydinov Mansur Kiyomidinovich	
TOURISM POTENTIAL OF UZBEKISTAN AND FINANCIAL FACTORS FOR ITS DEVELOPMENT	68
Bau Long	
CASH FLOWS OF "TERRITORIAL ELECTRIC NETWORKS" JSC: COMPREHENSIVE ACCOUNTING ANALYSIS AND METHODOLOGICAL APPROACHES TO IMPROVEMENT.....	75
Djuraev Davlat Djonibekovich	
MONETARY POLICY INSTRUMENTS.....	78
A.A. Ismailov	
ECONOMIC EFFICIENCY OF IMPLEMENTING INNOVATIVE TECHNOLOGIES IN THE SERVICE SECTOR OF REGIONS	83
Abdikayumov Bekzod Turdiniyozovich	
KNOWLEDGE STRATEGY AND ITS SYSTEM OF INDICATORS IN STRATEGIC MANAGEMENT ACCOUNTING.....	89
Pardaeva Shakhnoza Abdinabievna, Pardaeva Zulfizar Alimovna	
ANALYSIS OF THE REGIONAL DYNAMICS AND STRUCTURAL CHARACTERISTICS OF LABOR MIGRATION	95
Mukhtorbek Rahimboyev, Alibek Normurodov	
SUN'IY INTELLEKT ASOSIDA KREDIT RISKLARNI BAHOLOVCHI TIZIMLARNI ISHLAB CHIQISH. MIJOZ SCORE MODEL VA QARORLARNI OPTIMALLASHTIRISH	104
Olimova Mukhlisa Vohidjon qizi	
PUBLIC-PRIVATE PARTNERSHIP IN ESG IMPLEMENTATION: OPPORTUNITIES AND CHALLENGES FOR SUSTAINABLE DEVELOPMENT	111
Khusenova Mekhrangiz	

FORMATION OF MEDICAL TOURISM CLUSTERS IN THE REGION	115
Yusupova Mehribon O'ktamovna	
DIRECTIONS FOR IMPROVING THE INTEGRATION OF SCADA AND ERP SYSTEMS IN OIL AND GAS INDUSTRY ENTERPRISES	120
Abdullaev Munis Kurbonovich	
ANALYSIS OF THE EXPERIENCE OF FOREIGN COUNTRIES IN IMPLEMENTING GREEN PUBLIC PROCUREMENT AND LESSONS FOR UZBEKISTAN.....	125
Ruzimurodova Charos Ural qizi	
AGROTECHNICAL AND INNOVATIVE STRATEGIES FOR ENHANCING GRAIN PRODUCTION EFFICIENCY	129
Turayeva Gulizahro	
MINERALOGICAL OCCURRENCE OF RARE METALS IN THE INGICHKA DEPOSIT AND DEVELOPMENT OF TUNGSTEN EXTRACTION TECHNOLOGY	133
Shodiyev Abbos, Dononov Jasur, Safarov Gulomjon	
STRATEGIC DIRECTIONS OF PUBLIC-PRIVATE PARTNERSHIP COOPERATION IN THE GREEN ECONOMY OF UZBEKISTAN	140
Zukhra Bakhramovna Abdikarimova	
TIME MANAGEMENT IN THE CRAFT ECONOMY: STRATEGIES FOR OPTIMIZING THE TIME RESOURCES OF INDIVIDUAL PRODUCERS	148
Feruza Nazrillaevna Israilova	
DEVELOPMENT STAGES OF THE GREEN ECONOMY IN THE CONTEXT OF GLOBAL SUSTAINABILITY GOALS	154
Muminova Mokhchekhra	
FEATURES AND FACTORS OF WOMEN'S ENTREPRENEURSHIP DEVELOPMENT IN THE DIGITAL ECONOMY.....	160
Ibodullayeva Malohat Sirojiddin qizi	
MECHANISMS FOR POVERTY REDUCTION THROUGH THE DEVELOPMENT OF SMALL BUSINESS AND FAMILY ENTREPRENEURSHIP IN THE SERVICE SECTOR.....	165
Dauletmuratov Adilbay Mirzaboevich	
IMPROVING THE METHODOLOGY OF ENVIRONMENTAL AUDITING AT ENTERPRISES BASED ON A RISK-ORIENTED APPROACH AND DIGITAL EVIDENCE	171
Abdullayev Khurshidjon Nazrullo o'g'li, Khurshidjon Abdullayev	
INTEGRATION MECHANISMS OF DIGITAL ECONOMY TECHNOLOGIES INTO REGIONAL GOVERNANCE SYSTEMS	176
Kurbanova Malika Ahmad kizi	
DEVELOPMENT OF A LOGICAL-LINGUISTIC MODEL OF THE KOREAN NOUN CATEGORY AND CREATION OF A PREFIX AND AFFIX DATABASE.....	181
Yendirboyeva Zumrad Zohidjon qizi	
THEORETICAL AND INSTITUTIONAL FOUNDATIONS OF MANAGING STATE SHARES IN BUSINESS ENTITIES	186
Akmaljon Valijonov	
ENSURING OBJECT SECURITY AND ANALYZING INFORMATION SECURITY BASED ON NEURAL NETWORKS.....	190
Babayazov Saidbek Po'latovich, Sultamuratova Dilnoza Gulmurotovna	
FUNDAMENTAL METHODS FOR IDENTIFYING AI-GENERATED DATA IN ACADEMIC AND ONLINE PUBLICATIONS USING MACHINE LEARNING AND NLP MODELS.....	196
Abdullaev Munis Kurbonovich, Kungratov Ilmurod Kuzibay ugli	
QUALITY ASSURANCE OF NON-AUTOCLAVED AERATED CONCRETE WITH THE ADDITION OF CMC (CARBOXYMETHYL CELLULOSE)	204
Pulatova D.G., Akhundjanov K.A.	
INTEGRATION MECHANISMS OF DIGITAL ECONOMY TECHNOLOGIES INTO REGIONAL GOVERNANCE SYSTEMS	210
Kurbanova Malika Ahmad kizi	

IMPROVING TAX ADMINISTRATION IN UZBEKISTAN AND ITS SOLUTIONS	215
Shamsiyev O'ktam Sayfitdinovich	
ASSESSING THE SOURCES AND QUALITY OF REGIONAL ECONOMIC GROWTH USING THE SOLOW MODEL.....	222
Turaev Bakhtiyor Ergashevich	
THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF BANKING SYSTEM DIGITALIZATION	228
Suyunov Feruz, Ergashov Firdavs, Norqulov Habibullo	
HARDWARE-AWARE PERFORMANCE OPTIMIZATION OF YOLOV8 FOR REAL-TIME APPLICATIONS: GPU ACCELERATION WITH TENSORRT AND AN ANALYTICAL FPGA COMPARISON.....	232
Ulugbek Tursunaliyev, Bakhromjon Tulkinov	
DEVELOPMENT OF SPATIAL INFORMATION MODELS OF TERRITORIAL DEVELOPMENT TAKING INTO ACCOUNT ENVIRONMENTAL FACTORS (ON THE EXAMPLE OF THE REPUBLIC OF KARAKALPAKSTAN AND THE ARAL REGION)	241
Reymova Gulmira Polatovna	
LEADERSHIP STYLES AND QUALITY ASSURANCE CULTURE IN UNIVERSITIES.....	248
Urinov Bobur Nasilloevich	
SOCIO-ECONOMIC MECHANISMS FOR ENHANCING THE EFFECTIVENESS OF SCIENTIFIC RESEARCH AND INCENTIVE SYSTEMS IN THE AGRICULTURAL SECTOR.....	256
Zafar Ibragimovich Xakimov	
SOCIOLINGUISTIC FEATURES OF NEGATIVE AESTHETIC EVALUATION UNITS DENOTING PHYSICAL APPEARANCE IN ENGLISH AND UZBEK.....	260
Qalandarova Shaxzoda Qurbonboy qizi	
REMITTANCE INFLOWS AND THE SUSTAINABILITY OF ECONOMIC GROWTH: A TIME-SERIES ANALYSIS FOR UZBEKISTAN.....	265
O. B. Gimranova	
FORECAST INDICATORS, PROSPECTS, AND OUTCOMES OF DEVELOPING THE MECHANICAL ENGINEERING INDUSTRY THROUGH GREEN INVESTMENTS.....	271
Xursandov Komiljon Maxmatkulovich	
FEATURES AND FACTORS OF WOMEN'S ENTREPRENEURSHIP DEVELOPMENT IN THE DIGITAL ECONOMY.....	276
Ibodullayeva Malohat Sirojiddin qizi	
FACTORS INFLUENCING TAX REVENUE EFFICIENCY IN UZBEKISTAN IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT	282
Jurayev Xusan Atamuratovich	
THE DIGITAL GASTRONOME: HOW TECHNOLOGY CONNECTS TOURISTS, RESTAURANTS, AND DIGITAL PLATFORMS	286
Freshta Qayoumi	
THE REPRESENTATION OF RESTRICTED LEXICON IN FRENCH LITERARY WORKS	290
Gulnoz Akhmedova	
RESEARCH ON THE TRANSMISSION MECHANISMS AND IMPLEMENTATION PATHS OF SHANDONG PROVINCE'S "SILVER ECONOMY" DEVELOPMENT EXPERIENCE IN THE FERGANA REGION	294
Zhang Zhe	
APPLICATION OF NET PRESENT VALUE ANALYSIS TO SHORT-TERM PERSONAL FINANCIAL DECISIONS	299
Akhunova Elena Anvarovna	
ECONOMIC OPPORTUNITIES FOR INCREASING EMPLOYMENT THROUGH THE DEVELOPMENT OF SMALL BUSINESS ENTITIES IN KHOREZM REGION	307
Azadova Gulnoza Sardorbekovna	
DEVELOPMENT TRENDS AND INSTITUTIONAL FEATURES OF THE STOCK MARKET IN THE REPUBLIC OF UZBEKISTAN	313
Nargiza E. Jiyanova, Diana D. Qurbaniyazova	
MODELING AND FORECASTING THE SCIENTIFIC PUBLISHING ACTIVITY OF HIGHER EDUCATION INSTITUTIONS (A CASE STUDY OF SCOPUS DATA)	321
Ozoda B. Sakieva	

YELLOW TOURISM: CONCEPTUAL CONTOURS, SPECTATORIAL LOGICS, AND THE POLITICS OF JOYFUL MOBILITY	326
Samiev Siroj, Ochilova Guli	

CONTENTS

YELLOW TOURISM: CONCEPTUAL CONTOURS, SPECTATORIAL LOGICS, AND THE POLITICS OF JOYFUL MOBILITY

Samiev Siroj Saitovich

Associate Professor (acting), Department of Tourism,
“Silk Road” International University of Tourism and Cultural Heritage
ORCID: 0009-0008-4542-5949
e-mail: sirojsamiyev93@gmail.com

Ochilova Guli Rashid kizi

Master's Student, Faculty of Tourism and Hospitality
“Silk Road” International University of Tourism and Cultural Heritage
e-mail: jomonqulovaguli@gmail.com

Abstract. Yellow tourism - provisionally defined here as tourism oriented toward affective brightness, festivity, and the deliberate cultivation of hedonic experience - occupies an under-theorised position within the broader taxonomy of tourism types. This article examines the conceptual foundations, socio-cultural mechanics, and economic dimensions of yellow tourism through a multidisciplinary lens, drawing on consumer psychology, tourism geography, and cultural theory. The argument proceeds in three movements: first, by situating yellow tourism within existing typological frameworks and exposing the limitations of prevailing affect-neutral classifications; second, by interrogating the spectatorial and participatory logics that govern festive travel behaviour; and third, by assessing the productive tensions between community wellbeing and the commodification of collective joy.

Keywords: yellow tourism, festive tourism, mobility, affective geographies, experience economy, tourism typology.

Annotatsiya. Sariq turizm – bu yerda vaqtinchalik hissiy yorqinlik, bayramona kayfiyat va hedonik tajribani ataylab shakllantirishga yo'naltirilgan turizm deb ta'riflanadi – turizm turlari keng taxonomiyasida yetarlicha nazariy jihatdan o'rganilmagan o'rinni egallaydi. Ushbu maqola iste'molchi psixologiyasi, turizm geografiyasi va madaniy nazariyaga tayanib, ko'p fanli yondashuv orqali sariq turizmning tushunchaviy poydevorlari, ijtimoiy-madaniy mexanizmlari va iqtisodiy o'lchamlarini tahlil qiladi. Mavzu uch bosqichda rivojlanadi: birinchidan, sariq turizmni mavjud tipologik tizimlar doirasida joylashtirish va hukmron hissiyot-neuttral tasniflarning cheklovlarini oshkor etish; ikkinchidan, bayramona sayohat xulq-atvorini boshqaruvchi tomoshabinlik va ishtirokchilik mantiqini tahlil qilish; uchinchidan, jamoat farovonligi bilan kollektiv quvonchni tovar shakliga keltirish o'rtasidagi samarali ziddiyatlarni baholash.

Kalit so'zlar: sariq turizm, festiv turizm, harakatchanlik, affektiv geografiya, tajriba iqtisodiyoti, turizm tipologiyasi.

Аннотация. Желтый туризм - условно определяемый здесь как туризм, ориентированный на эмоциональную яркость, праздничность и целенаправленное культивирование гедонистического опыта - занимает недостаточно теоретически обоснованное место в более широкой таксономии типов туризма. В данной статье рассматриваются концептуальные основы, социокультурные механизмы и экономические аспекты желтого туризма с междисциплинарной точки зрения, опираясь на психологию потребителя, географию туризма и культурологию. Аргументация строится в три этапа: во-первых, путем размещения желтого туризма в существующих типологических рамках и выявления ограничений преобладающих нейтральных по отношению к эмоциям классификаций; во-вторых, путем анализа зрительской и партиципаторной логики, управляющей праздничным туристическим поведением; и в-третьих, путем оценки продуктивных противоречий между благополучием сообщества и коммерциализацией коллективной радости.

Ключевые слова: желтый туризм, праздничный туризм, гедонистическая мобильность, аффективная география, экономика впечатлений, типология туризма.

INTRODUCTION

Colour metaphors have long served tourism scholarship as shorthand for experiential clusters that resist tidier categorisation. Dark tourism — visits to sites saturated with death, disaster, and historical trauma — has accumulated a substantial literature since Foley and Lennon's initial articulation of the concept in 1996 [8]. Green tourism anchors itself in ecological ethics and environmental restraint. Blue tourism speaks the language of coastlines, maritime heritage, and hydrological recreation. Against these established chromatic vocabularies,

yellow tourism remains conspicuously undertheorised. That lacuna is itself revealing.

What does it mean to travel toward brightness? The question is neither trivial nor merely rhetorical. Yellow, as a chromatic signifier, carries a remarkably dense semiotic payload: warmth, optimism, festivity, and — in several cultural traditions — a quality of sacred luminosity. When applied to tourism, the colour gestures toward a cluster of practices oriented not by heritage preservation, ecological conscience, or morbid curiosity, but by the deliberate pursuit of collective joy, sensory abundance, and affective saturation.

This article proceeds from a straightforward dissatisfaction with existing typological frameworks. The dominant taxonomies of tourism types — cultural, eco-, adventure, medical, gastronomic — are organised primarily around the resource or infrastructure that draws the traveller. Yellow tourism, by contrast, is defined by an experiential orientation: the traveller moves toward brightness, toward the festive, toward what the experience economy literature calls “memorability” [15]. That reorientation from supply-side to demand-side phenomenology has non-trivial consequences for how we study, plan, and evaluate this form of mobility (figure 1).

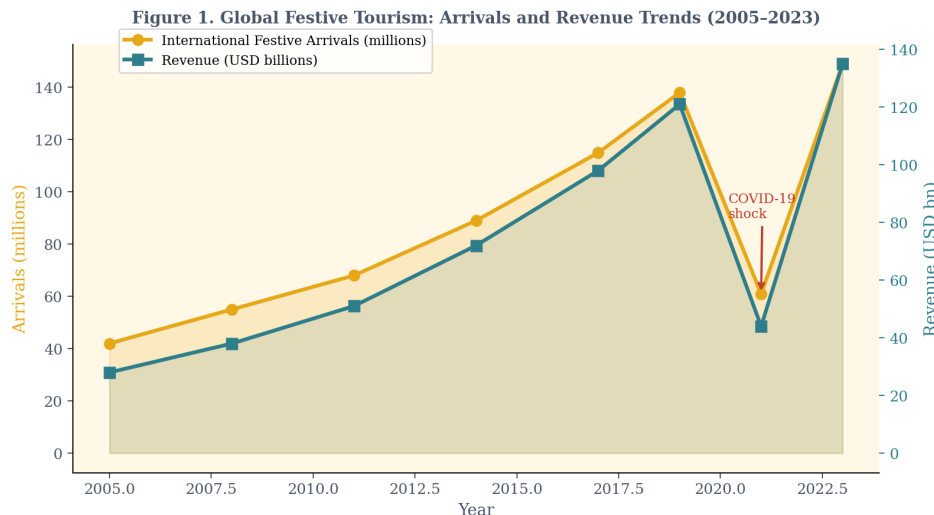


Figure 1. Global Festive Tourism: Estimated Arrivals and Revenue Trends (2005–2023). Illustrative projections based on UNWTO aggregate data and festival attendance records. COVID-19 disruption visible in 2021.

The object of this study is yellow tourism as an emergent and conceptually underexplored category within the broader typology of tourism. The subject of the study is the conceptual, socio-cultural, and economic mechanics that distinguish yellow tourism from cognate, resource-based tourism types. The aim of the article is to develop a multidisciplinary conceptual framework for yellow tourism, integrating insights from consumer psychology, tourism geography, and cultural theory. To achieve this aim, the following tasks are addressed: (1) to situate yellow tourism within existing typological frameworks and expose the limitations of affect-neutral classifications; (2) to examine the spectatorial and participatory logics that govern festive travel behaviour; (3) to assess the economic dimensions and sustainability tensions generated by yellow tourism events; and (4) to identify the productive tensions between host-community wellbeing and the commodification of collective joy.

LITERATURE REVIEW

The international literature on tourism typology is organised around a small number of well-established chromatic and thematic categories. Foley and Lennon [8] inaugurated the systematic study of dark tourism, later extended by Stone [17], who proposed a typological spectrum running from the darkest sites of atrocity to lighter, more commercially mediated forms of death-related visitation — a precedent for the kind of fine-grained typological work this article attempts for yellow tourism. Eco-tourism has been theorised at length by Buckley [2], whose principles-and-practices framework anchors the ecological row of Table 2 below. Getz [9] established event tourism as a distinct field defined by the festival or spectacle as object, a framing this article deliberately departs from by foregrounding the traveller’s affective trajectory instead. Urry’s [19] tourist gaze and Edensor’s [6] account of performance at symbolic sites both illuminate the observational dimension of tourism, while MacCannell [12] complicates this by arguing that tourists seek authenticity behind, rather than within, the staged spectacle — a claim this article contests directly. Finally, Pine and Gilmore’s [15] experience economy supplies the vocabulary of “memorability” that motivates the demand-side reorientation proposed here, while Dann [5] and Csikszentmihalyi [4] jointly furnish the motivational and phenomenological vocabulary

— push-pull dynamics and flow — used in the analysis below.

Domestic Uzbek tourism scholarship, by contrast, has approached the question of tourism typology almost exclusively through the lens of physical and cultural resource rather than traveller affect. Boltabayev, Tuxliyev, Safarov and Abduxamidov [1], in their widely used theoretical textbook, classify tourism types according to the resource base — historical, natural, medical, and so on — that a destination offers. Erkeyeva [7] examines the socio-economic dimensions of developing historical-cultural tourism in Uzbekistan, again organising the analysis around heritage assets rather than visitor experience. Khakimov and Azimov [11] go furthest in calling for the diversification of “special types of tourism” in Uzbekistan, explicitly naming national crafts tourism, national art tourism, and national games tourism as under-exploited categories — yet even this call for diversification remains organised by activity and craft rather than by the affective register the traveller seeks. The present article departs from this domestic literature precisely at this point: rather than adding another resource-defined niche to the list, it proposes affect itself — brightness, festivity, collective joy — as the organising principle of a new tourism type, one that could, in the Uzbek context, plausibly encompass events such as Navruz celebrations, the Silk and Spices Festival, or the Sharq Taronalari music festival, none of which is well captured by a purely resource-based or heritage-based classification.

RESEARCH METHODOLOGY

This article adopts a qualitative, conceptual-comparative methodology grounded in desk-based theoretical synthesis rather than primary empirical data collection. The analysis proceeds through three complementary methodological steps. First, a comparative typological analysis (Table 2 and Figure 2 below) positions yellow tourism against four cognate tourism forms — dark, heritage, eco-, and adventure tourism — across five analytical dimensions: primary resource, gaze mode, affect level, participation, and value frame, drawing on Getz [9], Foley and Lennon [8], Hall [10], Pine and Gilmore [15], Stone [17], and Buckley [2]. Second, a conceptual-mapping method (Figure 3) traces the push-pull drivers, enabling conditions, and outcomes of festive mobility, synthesising Dann’s [5] motivation framework with Csikszentmihalyi’s [4] concept of flow. Third, an illustrative comparative-case method (Table 3) examines secondary economic data from five major festive tourism events, drawn from UNWTO [18] sector analyses and city tourism authority reports, to assess the scale and volatility of yellow tourism’s economic footprint.

Because affect resists straightforward quantification, the article does not claim statistical generalisability; its findings are conceptual propositions intended to orient future empirical research. Table 1 below synthesises five methodological orientations with particular relevance to future yellow tourism research — ethnographic immersion, post-event surveys, travel career analysis, digital trace analysis, and participatory action research — mapping each against its analytical strengths, characteristic limitations, and optimal deployment contexts, following Pearce [14] and Richards and Wilson [16]. No single approach is adequate on its own; the research frontier requires triangulated designs that combine the experiential depth of ethnography with the spatial resolution of digital trace methods (table 1).

Table 1
Methodological Approaches for Yellow Tourism Research: Comparative Assessment

Method	Analytical Strength	Key Limitation	Best Context
Ethnographic immersion	Somatic, pre-reflective dimensions	Low scalability	Carnivals, street festivals
Post-event surveys	Motivations, satisfaction	Recall bias; apex effect	Large-scale events
Travel career analysis	Longitudinal motivation shifts	Resource intensive	Repeat festive travellers
Digital trace analysis	Spatial-temporal patterns	Visual/positivity bias	Instagram-heavy events
Participatory action research	Community co-authorship	Requires sustained access	Community festivals

Note. Adapted from Pearce [14] and Richards and Wilson [16], extended for the yellow tourism context. Method selection should be guided by research question, access constraints, and the event’s participatory structure.

A note of caution is warranted regarding digital methods. Social media data about festive tourism is almost constitutively biased toward the spectacular and the photogenic. A traveller’s Instagram feed from a lantern festival captures the visual sublime; it records nothing of the hours of transit congestion, the physical exhaustion,

or the social friction that may characterise the same experience.

ANALYSIS AND RESULTS

Conceptual Placement and the Typological Problem

Tourism scholarship has produced an extraordinary proliferation of types over the past four decades. The list reads, at times, like a catalogue of human desire: adventure tourism, slum tourism, voluntourism, culinary tourism, literary tourism, dark tourism, spiritual tourism, sports tourism, medical tourism, film tourism. Each category stakes its claim on a distinct motivational substrate, infrastructure type, or cultural practice.

The problem is not the abundance of types but the absence of a coherent principle of differentiation. Most typologies are ad hoc — they emerge reactively, as particular tourism practices achieve sufficient visibility to warrant a name. Yellow tourism is no exception. Yet what distinguishes the yellow tourism concept, when properly elaborated, is its organising logic: affect. It is a type defined not by destination, activity, or demographic, but by the experiential valence the traveller seeks and the destination delivers (table 2).

Table 2

Comparative Typology of Selected Tourism Forms across Analytical Dimensions

Tourism Type	Primary Resource	Gaze Mode	Affect Level	Participation	Value Frame
Dark Tourism	Death/disaster	Reflective	Low	Low-Med	Historical
Heritage Tourism	Cultural patrimony	Observational	Med	Med	Educational
Eco-Tourism	Natural environment	Participatory	Low-Med	Med	Ecological
Adventure Tourism	Physical challenge	Participatory	Med-High	Med	Experiential
Yellow Tourism	Festivity/affect	Immersive	High	High	Hedonic/Social

Note. Ratings are indicative, derived from synthesis of Getz [9], Foley and Lennon [8], Hall [10], and Pine and Gilmore [15]. The Eco-Tourism row draws on Buckley [2]. The Yellow Tourism row reflects this article's conceptualisation.

ANALYTICAL POSITIONING

Figure 2 maps five major tourism forms across two dimensions: hedonic affect orientation and participatory intensity (the degree to which the tourist engages as an actor rather than an observer). Yellow tourism occupies the upper-right quadrant of this matrix — high on both dimensions — a positioning that has immediate implications for destination design, crowd management, and the structure of the tourist experience (figure 2).

Figure 2. Typological Map of Tourism Forms by Affective and Participatory Dimensions

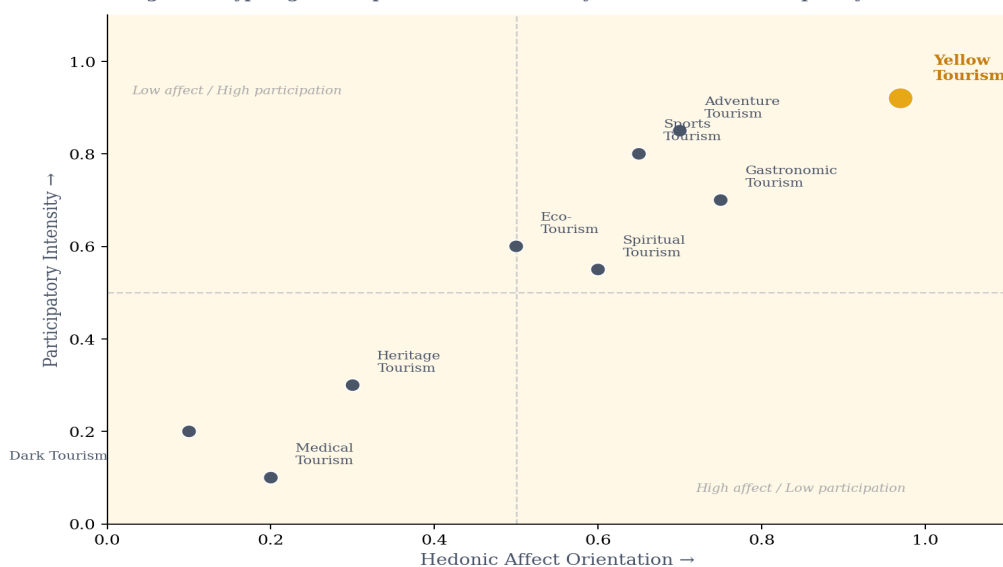


Figure 2. Typological Map of Tourism Forms by Affective and Participatory Dimensions. Yellow Tourism (highlighted)

occupies a distinct high-affect, high-participation position relative to cognate forms.

Relations to cognate concepts

Yellow tourism overlaps with, but is not reducible to, several established categories. Event tourism, as theorised by Getz [9], covers a significant portion of the terrain — carnivals, festivals, public celebrations, and sporting spectacles all constitute valid yellow tourism nodes. But event tourism is defined by the event as object, whereas yellow tourism foregrounds the traveller's affective trajectory. The distinction matters: a visitor to a harvest festival who engages as a reluctant cultural observer and one who immerses herself fully in the rhythmic ecstasies of communal celebration are both attending the same event. They are not, on this analysis, performing the same tourism.

The relationship with cultural tourism is more complex. Urry's [19] formulation of the tourist gaze — the idea that tourism organises vision around the extraordinary, the different, the postcard-worthy — captures something of yellow tourism's logic, as does Edensor's [6] account of how visitors perform meaning at symbolic sites. But the gaze model underestimates the extent to which yellow tourism is also participatory, somatic, and pre-reflective (figure 3).

Figure 3. Conceptual Framework of Yellow Tourism: Drivers, Dynamics, and Outcomes

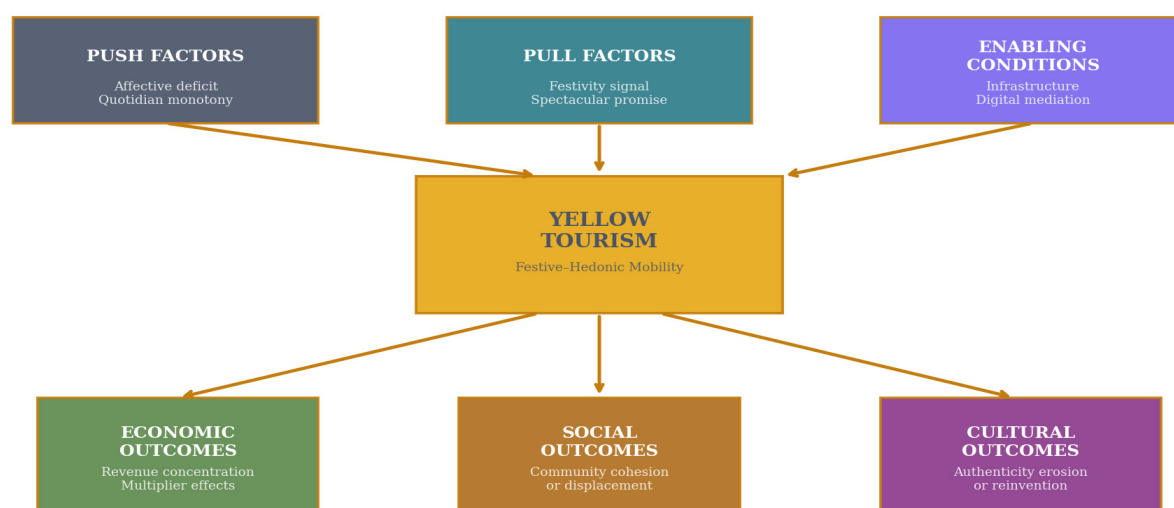


Figure 3. Conceptual Framework of Yellow Tourism: Drivers, Dynamics, and Outcomes. Push and pull factors converge through enabling conditions to produce festive mobility, generating differentiated economic, social, and cultural outcomes.

Social and psychological mechanics of festive travel motivation structures

Dann's [5] push-pull framework — the idea that tourists are simultaneously pushed from home by dissatisfaction and pulled toward destinations by their perceived attractions — offers a useful entry point, though it was never designed with affective tourism in mind. The yellow tourist's push factors are, characteristically, conditions of affective deficit: the monotony of the quotidian, the grey rhythms of professional obligation, the muffled sociality of urban anonymity. The pull is correspondingly chromatic: light, noise, colour, the vertiginous warmth of a crowd in celebration.

What distinguishes this motivational structure from ordinary recreational travel is the intensity of the affective target. The yellow tourist does not simply want to relax. She wants to be altered — to pass through a threshold of brightness that makes ordinary existence, temporarily, unrecognisable. Csikszentmihalyi's [4] concept of flow — optimal experience as the complete absorption of attention — maps imperfectly but suggestively onto this phenomenology. The festive traveller seeks a form of collective flow, in which the boundaries of individual consciousness become porous.

The Spectatorial and the Participatory

A productive tension runs through yellow tourism between spectating and participating. At Rio's Carnival, Munich's Oktoberfest, Busan's International Fireworks Festival, or Holi celebrations in Vrindavan, some

travellers arrive as observers — cameras primed, notebooks metaphorically open — while others dissolve into the event's choreography. This is not simply a typological distinction within yellow tourism. It points to a deeper question about the nature of festive experience itself.

MacCannell [12] argued that tourists compulsively seek “backstage” authenticity, frustrated by the staged performances of “frontstage” encounters. The yellow tourism context inverts this logic interestingly. The spectacle — the frontstage — is, in many cases, precisely what is sought. Authenticity, for the festive traveller, is not located behind the performance but inside it: in the irreducible sensory excess of a million people celebrating simultaneously. There is no backstage to Carnival that is more real than Carnival itself.

This has implications for destination management. If yellow tourism is defined by spectacular participation rather than authenticated observation, then the design of festive spaces and events should foreground accessibility to the experiential core. The traveller who watches fireworks from a designated tourist viewing platform and the local resident who watches from a rooftop adjacent to the launch site may be seeing the same light. But only one of them is, in the relevant sense, there (figure 4).

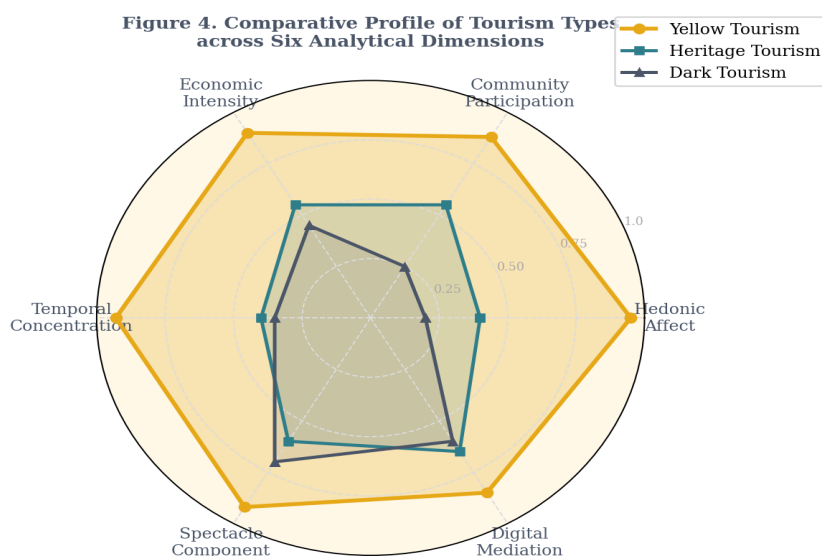


Figure 4. Comparative Profiles of Yellow Tourism, Heritage Tourism, and Dark Tourism across Six Analytical Dimensions. Yellow Tourism's dominance on hedonic affect, spectacle, and temporal concentration is structurally distinct from both cognate types.

Economic dimensions and sustainability tensions the yellow economy

Yellow tourism generates disproportionate economic activity relative to its duration. A city hosting a major carnival may see overnight visitor numbers increase by 300–500% for a period of days; gastronomic consumption, transportation use, and accommodation occupancy all spike in ways that standard seasonality models struggle to accommodate. This economic intensity is both an asset and a vulnerability.

The asset is obvious. For cities with limited year-round tourism appeal — or with strong but narrowly distributed heritage assets — festive tourism events function as economic amplifiers. Table 3 documents economic footprints across five illustrative major festivals, each representing a distinct governance context and cultural tradition (table 3).

Table 3

Economic Footprint of Selected Yellow Tourism Events: Illustrative Comparative Data

Festival / Location	Duration	Est. Visitors	Economic Impact	Management Notes
Rio Carnival (Brazil)	5–7 days	~700,000	\$1.1 bn	High seasonal; informal economy dominant
Oktoberfest (Germany)	16–18 days	~6,000,000	\$1.7 bn	Strong corporate integration; global brand
Holi in Vrindavan (India)	2–3 days	~150,000	\$95 mn	Infrastructure stress; sacred–commercial tension
Lantern Festival (Chengdu)	10 days	~2,000,000	\$320 mn	State-managed; replicable format

Carnival of Venice (Italy)	10 days	~300,000	\$250 mn	Resident displacement; prestige economy
----------------------------	---------	----------	----------	---

Note. Economic impact estimates are illustrative composites drawn from publicly reported figures, UNWTO [18] sector analyses, and city tourism authority reports. Figures should be read as indicative orders of magnitude rather than precise measurements.

Host community dimensions

The relationship between yellow tourism and host communities is asymmetrical and frequently underexamined. Community members are simultaneously co-producers, co-participants, and — in the worst cases — bystanders in their own celebration. Hall [10] argued that tourism planning must position resident communities as stakeholders rather than scenery; in yellow tourism contexts, this principle has particular urgency.

Consider the mechanics of major festival commercialisation. A regional celebration that has historically been funded through communal labour and communal participation may, under tourism pressure, become increasingly monetised. Ticket barriers appear. Choreography is adjusted to suit broadcast schedules or tourist attention spans. Local vendors are displaced by licensed corporate concessions. The event remains visually spectacular, but its affective character — the collective joy that was both its origin and its appeal — undergoes quiet attenuation. Mowforth and Munt [13] describe this dynamic as characteristic of mass-tourism commodification more broadly, while Coccossis and Mexa's [3] carrying-capacity framework supplies a useful diagnostic for the infrastructure stress visible, for instance, in the Holi-in-Vrindavan row of Table 3 above.

CONCLUSION AND SUGGESTIONS

The concept of yellow tourism has both descriptive and normative implications that deserve explicit attention. Descriptively, it names a cluster of practices that existing typologies handle inadequately — practices organised around festivity, affective intensity, and the communal production of joy. The naming operation is not merely taxonomic tidiness. It creates a conceptual space within which planners, researchers, and communities can pose questions that were previously invisible: questions about the social conditions of festive brightness, the ownership of collective joy, the temporal rhythms of sustainable celebration.

Normatively, however, the yellow tourism concept risks naturalising a particular mode of travel consumption that is, on closer inspection, considerably fraught. The hedonic imperative — the traveller's right to pursue brightness wherever it can be found — may be indifferent to the conditions under which that brightness is produced. Communities that celebrate are not, simply by virtue of celebrating, consenting to be destinations. The festive traveller who arrives with a sense of entitlement to the collective joy she has read about online is not necessarily a welcome participant.

Three directions seem particularly productive for future research. First, comparative studies of festive tourism governance across cultural contexts — examining how different communities negotiate the tension between accessibility and integrity in their celebratory practices — would provide the empirical grounding that conceptual work alone cannot supply. Second, longitudinal research tracking the evolution of specific festivals as they acquire yellow tourism significance would illuminate the dynamics of affective commodification. Third, the phenomenological dimensions of festive travel — its somatic, pre-reflective, and transformative aspects — deserve sustained philosophical attention, engaging traditions such as phenomenology, affect theory, and non-representational theory, which tourism studies has approached with characteristic caution.

Beyond these research directions, three practical recommendations follow for destination managers and policymakers. First, festival governance structures should formalise mechanisms of host-community co-ownership — revenue-sharing arrangements, resident veto rights over choreography changes, or reserved non-commercial zones — before, rather than after, a celebration becomes a tourist attraction. Second, carrying-capacity thresholds [3] should be established and published for high-density events such as Holi in Vrindavan or the Silk and Spices Festival in Bukhara, with transparent triggers for capping ticket sales. Third, destination authorities should resist designing festive spaces exclusively around segregated tourist viewing platforms; wherever feasible, the experiential core of the celebration should remain physically accessible to visitor and resident alike, consistent with the participatory logic that distinguishes yellow tourism from more observational forms of travel.

Yellow tourism is not a new phenomenon. Humans have travelled toward festivals, celebrations, and spectacles of collective joy for as long as organised travel has existed. What is new is the scale, the velocity, and the degree of commercial mediation through which this travel now occurs. Pilgrims to medieval fairs, Grand Tourists attending Venetian carnevale, package holidaymakers descending on Ibiza in July — each represents a historically specific instantiation of the same fundamental impulse.

The contribution of a robust conceptual framework is not to explain that impulse away but to make it analytically tractable. Understanding why people travel toward brightness, how festive spaces produce and distribute their affective intensities, and what the social costs of yellow tourism's success might be — these are questions that matter not just academically but practically, for the communities whose celebrations are increasingly threaded through with the desires of strangers.

Brightness, after all, is not a renewable resource. It can be cultivated, but it can also be depleted. That is, perhaps, the most important thing yellow tourism scholarship has yet to fully reckon with.

References:

1. Boltabayev, M.R., Tuxliyev, I.S., Safarov, B.Sh., & Abduxamidov, S.A. (2018). Turizm: nazariya va amaliyot [Tourism: theory and practice]. Tashkent: "Barkamol fayz media" nashriyoti.
2. Buckley, R. (2009). *Ecotourism: Principles and practices*. CABI Publishing.
3. Coccossis, H., & Mexa, A. (Eds.). (2004). *The challenge of tourism carrying capacity assessment: Theory and practice*. Ashgate.
4. Csikszentmihalyi, M. (1990). *Flow: The psychology of optimal experience*. Harper & Row.
5. Dann, G. M. S. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, 4(4), 184–194.
6. Edensor, T. (1998). *Tourists at the Taj: Performance and meaning at a symbolic site*. Routledge.
7. Erkayeva, B. (2021). O'zbekistonda tarixiy-madaniy turizmni rivojlantirishning ijtimoiy-iqtisodiy jihatlari. *Iqtisodiyot va innovatsion texnologiyalar jurnali*, (6), 428.
8. Foley, M., & Lennon, J. J. (1996). JFK and dark tourism: A fascination with assassination. *International Journal of Heritage Studies*, 2(4), 198–211.
9. Getz, D. (2008). Event tourism: Definition, evolution, and research. *Tourism Management*, 29(3), 403–428.
10. Hall, C. M. (2008). *Tourism planning: Policies, processes and relationships* (2nd ed.). Pearson Education.
11. Khakimov, Z. C., & Azimov, O. K. (2022). Prospects for the development of special types of tourism in Uzbekistan. *American Journal of Social and Humanitarian Research*, 3(11), 135–142.
12. MacCannell, D. (1976). *The tourist: A new theory of the leisure class*. Schocken Books.
13. Mowforth, M., & Munt, I. (2003). *Tourism and sustainability: Development, globalisation and new tourism in the Third World* (2nd ed.). Routledge.
14. Pearce, P. L. (2011). *Tourist behaviour and the contemporary world*. Channel View Publications.
15. Pine, B. J., & Gilmore, J. H. (1999). *The experience economy: Work is theatre and every business a stage*. Harvard Business School Press.
16. Richards, G., & Wilson, J. (2004). *The global nomad: Backpacker travel in theory and practice*. Channel View Publications.
17. Stone, P. R. (2006). A dark tourism spectrum: Towards a typology of death and macabre related tourist sites, attractions and exhibitions. *Tourism: An International Interdisciplinary Journal*, 54(2), 145–160.
18. UNWTO. (2022). *Tourism highlights: 2022 edition*. World Tourism Organization.

Proofreader: Zokir ALIBEKOV

Layout and Designer: Oloviddin Sobir ugli

2026. № 6

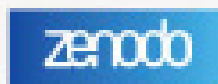
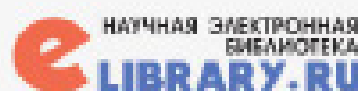
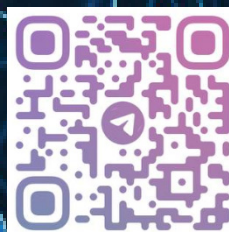
© When materials are reproduced, the INNOVATION SCIENCE AND TECHNOLOGY journal must be cited as the source. Authors are responsible for the accuracy of the information in materials and advertisements published in the journal. Editorial opinions may not always align with those of the authors. Submitted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