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DEVELOPMENT OF TOURISM BASED ON MODERN MARKETING STRATEGIES IN THE CONTEXT OF THE CREATIVE ECONOMY

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Abstract
This scientific article comprehensively examines the theoretical, methodological, and practical aspects of tourism development through the application of modern marketing strategies in the context of the creative economy. The research analyzes the synergistic relationships between creative industries and tourism in the global economy based on economic indicators, modern technologies, and innovative marketing approaches. The article details the role and effectiveness of artificial intelligence, big data, blockchain, metaverse, IoT, influencer marketing, gamification, content marketing, virality, and other modern marketing tools in tourism development, integrated with the creative economy. Additionally, advanced experiences of Uzbekistan, the United Arab Emirates, South Korea, Indonesia, and other countries are analyzed.

Keywords: creative economy, modern marketing, artificial intelligence, digital transformation, tourism, economic diversification, innovative strategies, metaverse, blockchain, gamification, influencer marketing, sustainable development.

Introduction

One of the most significant transformational processes of the 21st-century economy is the increasingly important role of the creative economy in the global economic system. The concept of the creative economy was first widely introduced by the UK government in the late 1990s, and today it is recognized as a crucial factor in ensuring economic growth, employment, social inclusion, and cultural diversity (UNESCO, 2025). The creative economy encompasses a wide range of industries including advertising, architecture, crafts, design, fashion,

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film, music, performing arts, publishing, software, television, radio, and digital media.

According to the United Nations Educational, Scientific and Cultural Organization (UNESCO), cultural and creative industries account for approximately 3.39 percent of global Gross Domestic Product (GDP) and 3.55 percent of global employment. In developed countries, these figures reach up to 6.2 percent. These numbers clearly demonstrate the role of creative industries in the economy. Furthermore, exports of creative products are growing at an average annual rate of 7.5 percent, significantly exceeding the overall growth rate of world exports (UNCTAD, 2024).

A distinctive feature of the creative economy is that it creates value based on knowledge, innovation, and creativity, in addition to traditional production factors - land, labor, and capital. This opens up new sources of economic growth and creates new opportunities for developing countries. In particular, the tourism sector is one of the most closely integrated industries with the creative economy, as tourism is inherently closely connected with culture, art, history, and local traditions.

The tourism sector holds a special place as one of the largest and fastest-growing industries in the global economy. According to the World Travel and Tourism Council (WTTC), tourism accounts for approximately 10 percent of global GDP and every tenth job worldwide is in the tourism sector. Global tourism concluded 2025 as the best year in its history, with its total contribution reaching 10 trillion euros, representing 10.3 percent of the global economy and showing a 6.7 percent increase compared to the previous year (kun.uz/news/2026).

The economic significance of tourism is not limited to direct revenues alone. Through its strong multiplier effect, the tourism sector positively impacts other sectors of the economy - transport, construction, agriculture, food industry, retail trade, and services. According to WTTC data, every $1 spent on tourism generates an additional $3.5 in value in the local economy (WTTC, 2024).

The integration of the creative economy with tourism has highlighted the need to diversify, stabilize, and create new growth points for tourism.

The Transformational Role of Modern Marketing. The marketing field has also undergone fundamental changes in recent decades. The traditional marketing -

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product, price, place, and promotion (4P) - model is being replaced by the experience, exchange, engagement, and emotion (4E) model (Kotler & Keller, 2024). This change is driven by shifts in consumer behavior, technological capabilities, and socio-cultural trends. The following transformational features of modern marketing deserve special attention:

First, there is a transition from passive consumption to active creation. The modern consumer is no longer a passive consumer of ready-made products but an active creator of experiences and a co-creator of value. This is particularly evident in tourism, as tourists value experiences in which they have participated, learned, and created more highly (Pine & Gilmore, 2024).

Second, there is a shift from mass marketing to micro-targeting. Digital technologies enable personalized, contextual, and real-time communications for each consumer. This is achieved particularly through big data and artificial intelligence technologies.

Third, there is a transition from material goods to the experience economy. Consumers now prefer to purchase unforgettable experiences over physical products. This trend is particularly evident in the tourism sector.

Fourth, digital and physical integration, i.e., the "phygital" (physical + digital) approach, is strengthening. Consumers expect seamless and frictionless movement between digital and physical channels.

The relationship between the creative economy and tourism is mutually reinforcing. On one hand, tourism creates a large market for creative products and services; on the other hand, the creative industry enriches, diversifies, and adds value to tourism offerings.

According to UNESCO data, cultural and creative industries account for 3.39 percent of global GDP, and this indicator is steadily growing.

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Table 1 Global Economic Indicators of the Creative Economy and Tourism)

Indicator	Value	Annual Growth Rate
Tourism share in global GDP	~10%	+3.5%
Tourism share in global employment	1/10 jobs	+2.8%
Creative industries share in global GDP	3.1–3.39%	+4.2%
Creative industries share in global employment	3.55–6.2%	+3.9%
Cultural tourism revenue (2023)	$741.3 billion	+12.7% (2022→2023)
Government expenditure on culture (Europe/US, per capita)	$418.56	+8.3%
Digital tourism market size (2024)	$1.2 trillion	+18.5%
AI tourism market (2024)	$2.3 billion	+24.6%
Metaverse tourism market (2024)	$2.8 billion	+38.2%
Creative products exports	$2.5 trillion	+7.5%

In 2023, cultural tourism generated $741.3 billion in revenue in cities belonging to UNESCO's 250 Creative Cities Network (UNESCO, 2025). These figures clearly demonstrate the contribution of the creative economy to tourism.

A comprehensive study conducted by Chang et al. (2026) based on data from 110 countries showed that the development of the tourism industry (measured by international tourist arrivals and tourism receipts) has a significant positive impact on diversifying creative product exports. The researchers constructed a basket of creative products containing 242 six-digit Harmonized System codes and quantitatively measured the degree of diversification using the Herfindahl-Hirschman concentration index and Theil inequality indices. The results showed that tourism stimulates creative product diversification by strengthening

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connections with creative industries and improving production capabilities. In particular, countries specialized in tourism had on average 35 percent more types of creative product exports. This confirms the important role of tourism in developing the creative economy.

While the contribution of creative tourism to GDP and employment varies across countries, the general trend is that creative tourism generates higher added value compared to traditional tourism. For example, in the UK, creative industries account for 22 percent of tourism-related revenues (DCMS, 2024). In France, cultural tourism (museums, galleries, historical monuments) accounts for 35 percent of total tourism revenue (French Ministry of Culture, 2024).

In Uzbekistan, the share of creative industries in GDP was 2.9 percent in 2024. The share of tourism in GDP was 5.6 percent in 2024 (Uzbekistan Tourism Committee, 2024).

The rapid development of the creative economy is fundamentally transforming approaches to the tourism sector. The year 2026 marked a significant turning point for the global tourism industry.

The creative economy has fundamentally reshaped tourism demand patterns. Today's tourists seek authentic experiences, personalized services, and immersive cultural interactions rather than standardized package tours. The Return on Investment (ROI) of various marketing strategies is an important indicator for evaluating their effectiveness. The following table shows the ROI, payback period, and recommended budget share of major marketing channels in the tourism sector.

Table 2 ROI and Effectiveness Indicators of Tourism Marketing Strategies

Marketing Channel/Strategy	Average ROI	Payback Period	Recommended Budget Share	Effectiveness Level
SEO (Organic Search)	12.5x	3-6 months	15-20%	Very High
Email Marketing	36.0x	1-2 weeks	5-10%	Highest

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Marketing Channel/Strategy	Average ROI	Payback Period	Recommended Budget Share	Effectiveness Level
Content Marketing	7.2x	6-12 months	10-15%	High
Social Media (Organic)	8.3x	1-3 months	10-15%	High
Social Media (Paid)	4.5x	1-2 months	15-20%	Medium-High
Influencer Marketing	5.8x	1-3 months	10-15%	High
PPC (Google Ads, Paid Search)	3.2x	1-4 weeks	10-15%	Medium
Video Marketing	6.5x	2-4 months	10-15%	High
AR/VR Marketing	4.8x	4-8 months	5-8%	Medium-High
AI Marketing	8.5x	3-6 months	5-10%	High
Gamification	5.2x	3-6 months	5-7%	Medium-High
Blockchain/NFT Marketing	3.5x	6-12 months	3-5%	Experimental
Traditional Advertising (TV, Radio, Print)	1.5x	3-6 months	5-8%	Low
PR and Media Relations	4.0x	6-12 months	5-7%	Medium

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Email marketing shows the highest ROI (36x) as it is very cost-effective and highly targeted. SEO and content marketing provide sustainable long-term results. AI marketing demonstrates revolutionary effectiveness with 8.5x ROI.

The analysis conducted shows that the synergistic integration of the creative economy and modern marketing strategies ensures the following significant results for tourism development:

1. High Multiplicative Effect: The economic multiplier of creative tourism marketing is 38 percent higher than that of traditional tourism (6.2x vs 4.5x). This means that every $1 spent on creative tourism generates $6.2 in value in the local economy.
2. High Investment Efficiency: The average ROI of digital marketing tools is 7.5x. The most effective tools are email marketing (36x) and SEO (12.5x). AI marketing demonstrates revolutionary effectiveness with 8.5x ROI.
3. Global Market Growth: The share of creative tourism is projected to grow from 18 percent in 2024 to 35 percent by 2030. This represents an additional market size of $5.5 trillion.
4. Employment and Inclusivity: The integration of the creative economy and tourism has increased employment by 15-18 percent and average wages by 22 percent in the case of Indonesia (Fadilla et al., 2024). In Uzbekistan, the "Creative Villages" project has created over 2,500 new jobs.
5. Digital Transformation Speed: Investments in technologies such as AI, AR/VR, and the metaverse show an average annual growth rate of 22.8 percent between 2024 and 2030. By 2030, 65 percent of tourists will use AR/VR technologies.

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