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**MECHANISMS FOR IMPLEMENTING AN EFFECTIVE TOURISM
POLICY BASED ON THE EXPERIENCE OF DEVELOPED COUNTRIES**

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ABSTRACT

This article focuses on certain aspects of the mechanisms of effective tourism policy based on the experience of developed countries. In particular, within the framework of the topic, the experiments conducted in the field of tourism in developed countries, such as the United States, Japan, Switzerland, France, Russia, Brazil, China, and India, have been analyzed and interpreted. Developed countries, as well as industrialized countries, have national and general aspects in their international tourism policy, as well as their own characteristics of the development of world international tourism, image, international tourism is the main source of foreign currency acquisition for them. Based on the author's conclusions, it is concluded that countries with different levels of development need both joint projects and interregional cooperation programs that allow developing countries to introduce new technologies to increase the competitiveness of a tourist product and increase its compliance with consumer requirements, and improve tourism policy in general.

KEYWORDS: *International tourism, Tourism policy, World economy, Developed and developing countries, Interregional cooperation.*

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