



**ACADEMICIA**  
**An International  
Multidisciplinary  
Research Journal**  
**(Double Blind Refereed & Peer Reviewed Journal)**



**DOI: 10.5958/2249-7137.2021.00751.5**

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

**Shahodat Mirzaliyeva\***

\*Researcher,  
Uzbek State University of World Languages,  
UZBEKISTAN

**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.*

**I. INTRODUCTION AND RELEVANCE**

International tourism business is one of the most important industrial sectors of the world economy. In the world of international political and economic relations an important role is played by international tourism. It is not evaluated as a typical form of export because the tourist is not delivered a tourist product, and he himself arrives at the same place to consume the tourist product. Under the tourism product refers to the set of services included in the tourist tours. This suggests that international tourism is different from other types of exports [1.175].

First, the tourist takes care of the transportation costs. Secondly, the purchase of various souvenirs and items by foreign tourists can be considered as the implementation of profitable foreign trade operations.

A number of industries in different countries work "for domestic export". For example, in Japan, tourists buy radios of domestic production, in Switzerland-watches, in France-perfumes [2.9].

Tourist visa (from Latin) - a sign of the consent of a particular state to visit, an official mark in the passport on the permission of tourists to travel abroad. There are many types of tourist visa: one-time, long-term, visa only to certain countries. Visa-free countries are among the countries that adhere to the "Open door" tourism policy and attract a large number of tourists.

In developed countries, tourism will develop in a harmonious state. There is a balance of domestic and inbound tourism. Domestic tourism contributes to the efficient use of national tourism resources and the development of the tourism industry and infrastructure[3.234].

## II. METHOD

In covering the topic on the basis of system analysis, it is noted that "Mechanisms for implementing an effective tourism policy based on the experience of developed countries "is not only to ensure the stability and well-being of the country, but also to ensure youth employment, as well as to implement the state program on youth policy based on a broad statistical and system analysis, survey, comparative analysis, and the logic of scientific research.

## III. DISCUSSION

However, in practice, not all countries agree with this. Of course, it is followed only by those countries whose economy is connected with tourism. Some countries, under the pretext of internal state structure, restrict the travel of their citizens abroad or introduce measures of state control over tourist activities. That is, without the permission of the state, it becomes difficult to withdraw from the EPR, and tourism management passes into the hands of the state.

According to CIPA statistics, every Hungarian citizen, not counting infants and pensioners, goes to the tourist Mecca abroad twice a year. This figure is only 2% of the population of Russia.

International tourism-refers to the arrival of tourists from one state to another or several, while in some states only the arrival of tourists is taken into account, and in others-the arrival and departure of residents. International tourists are tourists who benefit the state. Tourists are measured by the number of trips from one state to another, while residents differ from travelers within the state. For example, the number of tourists participating in international tourism is equal to the number of tourists who left our country for another country. The better international tourism develops the more foreign exchange earnings will flow into the country [4.204].

International tourists-according to the recommendation of the World Tourism Society, the number of international tourists in Cyprus should be determined by adding to the tourists from other countries their own resident tourists visiting other countries. But most countries are determined only by the number of tourists from other countries. This is certainly true, because tourists who bring income are tourists from other countries [5.84]. Indicators of the development of international tourism in recent years indicate that this industry is becoming a leading sector of the economy of various countries. Developing countries, in particular, attach particular

importance to international tourism as a priority industry in developing their economic policies [6].

Therefore, it is advisable to study trends in the development of international tourism around the world on the basis of data from the UN World Trade Organization.

International tourist visits reached 846 million in 2006, an increase of 5.4 percent over the previous year. The tourism sector is characterized by the fact that its growth rate is higher than the global average. A distinctive feature of 2006 is that positive growth rates were observed in all regions. Consequently, of the 846 million international visits made in 2005, 43 million additional visits, including 22 million international visits to Europe, 12 million to Asia and the Pacific, and more than 3 million to other regions (America, Africa and the Middle East). Africa leads the way with a rate of +9%, almost twice the average growth rate in 2006. At the same time, sub-Saharan Africa finished the year at 10 per cent, and North Africa at 7 per cent, higher than the global average.

The Asia-Pacific region achieved 8 per cent growth, with 39 positive indicators, despite losses caused by the December 2004 tsunami typhoons in Thailand and the Maldives. While Europe saw growth of 5 percent, in the Middle East, despite the geopolitical situation there, namely the Israeli-Lebanese crisis, the growth rate reached 9 percent.

The region with the lowest growth rate is the Americas, which achieved 2 percent growth. While visits to Canada and Mexico stagnant growth is eroding high rates in Central America and the Caribbean, as well as in South America. (Table 1)

**TABLE 1<sup>1</sup> TRENDS IN THE DEVELOPMENT OF INTERNATIONAL TOURISM**

	International tourist visits (in million us\$.)					Market share (%)	Changing (%)		Annual average growth (%)
	1990	1995	2000	2005	2006*	2006*	05/04	06*/05	00-06*
<b>In the world</b>	<b>436</b>	<b>536</b>	<b>684</b>	<b>803</b>	<b>846</b>	<b>100</b>	<b>5,5</b>	<b>5,4</b>	<b>3,6</b>
<b>Europe</b>	<b>262,3</b>	<b>310,8</b>	<b>392,5</b>	<b>438,7</b>	<b>460,8</b>	<b>54,4</b>	<b>4,3</b>	<b>5,0</b>	<b>2,7</b>
North Europe	28,3	35,8	42,6	51,0	54,9	6,5	7,8	7,6	4,3
South Europe	108,6	112,2	139,7	142,6	149,8	17,7	2,6	5,0	1,2
Central/Eastern Europe	31,5	60,0	69,4	87,8	91,2	10,8	2,2	3,9	4,7
South/Central Europe	93,9	102,7	140,8	157,3	164,9	19,5	5,9	4,8	2,7
<b>Asia-Pacific region</b>	<b>56,2</b>	<b>82,5</b>	<b>110,6</b>	<b>155,3</b>	<b>167,2</b>	<b>19,8</b>	<b>7,8</b>	<b>7,7</b>	<b>7,1</b>

<sup>1</sup> BCT (UNWTO), 2007.

North-East Asia	26,4	41,3	58,3	87,5	94,0	11,1	10,3	7,4	8,3
Southeast Asia	21,5	28,8	36,9	49,3	53,9	6,4	4,9	9,3	6,5
Oceania	5,2	8,1	9,2	10,5	10,5	1,2	3,7	0,4	2,2
South Asia	3,2	4,2	6,1	8,0	8,8	1,0	4,7	11,0	6,4
<b>America</b>	<b>92,8</b>	<b>109,0</b>	<b>128,2</b>	<b>133,2</b>	<b>135,9</b>	<b>16,1</b>	<b>5,9</b>	<b>2,0</b>	<b>1,0</b>
North America	71,7	80,7	91,5	89,9	90,7	10,7	4,7	0,9	-0,2
Caribbean basin	11,4	14,0	17,1	18,8	19,4	2,3	3,7	3,5	2,2
Central America	1,9	2,6	4,3	6,3	7,0	0,8	13,2	10,8	8,2
South America	7,7	11,7	15,3	18,2	18,8	2,2	11,9	3,0	3,5
<b>Africa</b>	<b>15,2</b>	<b>20,1</b>	<b>27,9</b>	<b>37,3</b>	<b>40,7</b>	<b>4,8</b>	<b>8,8</b>	<b>9,2</b>	<b>6,5</b>
North Africa	8,4	7,3	10,2	13,9	14,9	1,8	8,9	7,4	6,5
Sub-Saharan Africa	6,8	12,8	17,7	23,3	25,8	3,0	8,8	10,4	6,5
<b>Middle East</b>	<b>9,6</b>	<b>13,7</b>	<b>24,5</b>	<b>38,3</b>	<b>41,8</b>	<b>4,9</b>	<b>5,9</b>	<b>8,9</b>	<b>9,3</b>

In 2006, more than half of international tourist visits were made for recreation and sightseeing (51%), and the total number was 430 million people. Business visits accounted for 16 percent (131 million), while other purposes, such as visiting relatives and friends, for religious reasons, restoring health, etc., accounted for 27 percent (225 million). The goal of the remaining 6 percent of visits remains unknown.

While travel by air (46%) and land was by road (43%) and rail (4%), travel by water was 7%. Over the past 3 years, the number of trips by air transport has been growing at a higher rate than by other modes of transport.

Worldwide, international tourism generated \$ 57 billion more in 2006 than a year earlier. For many visitors, the costs of accommodation, food, local transport, entertainment and other expenses are significant with the development of the economic system and the creation of new jobs. About 75 countries of the world earned more than \$ 1 billion in international tourism in 2006.

According to the UN BST, 733 billion (584 billion euros) of international tourism revenue was generated in 2006. This resulted in \$ 57 billion (40 billion euros) more revenue in 2006 than the year before, in absolute terms. In this regard, Spain, which is considered the second largest tourist center in the world, or the countries of the Middle East and Africa, stood out.

Asia and the Pacific achieved total revenues of US \$ 18 billion, achieving growth of US \$ 153 billion, while the Americas achieved growth of US \$ 9 billion, achieving total revenues of US \$ 154 billion. In 2002, the Asia-Pacific region became the second most visited region in the world after Europe, surpassing America in terms of international tourist traffic.

Although international tourism in 2006 had a higher growth rate in the Asia-Pacific region than in the Americas, it still allows Europe to take the first place in absolute volumes, and Europe received an additional income of \$ 26 billion, reaching a figure of \$ 374 billion or 298 billion euros (51% of global income). Africa increased revenue by \$ 3 billion with an additional increase of \$ 43 billion to \$ 24 billion. And the Middle East, with an increase of \$ 1 billion, brought the total revenue to \$ 27 billion. While all regions achieved growth in overall terms, in terms of local prices last year, as a result of currency exchange and inflation, an increase of 3.2 percent was achieved, in 2006, the world received 4.3 percent more revenue from international tourism. For comparison, we see that in 2006, international tourist visits increased by 5.5% compared to the previous year. Among the regions, the Middle East, although it achieved growth in general indicators, failed to reach the level of inflation, observing a comparative decline in prices (-1.4%). In 2006, more than half of international tourist trips were made for recreation and sightseeing (51%), and the total number was 430 million people. Business visits accounted for 16 percent (131 million), while other purposes, such as visiting relatives and friends, for religious reasons, restoring health, etc., accounted for 27 percent (225 million). The goal of the remaining 6 percent of visits remains unknown.

While travel by air (46%) and land was carried out by road (43%) and rail (4%), travel by water was 7%. Over the past 3 years, the number of trips by air transport has been growing at a higher rate than by other modes of transport.

Worldwide, international tourism generated \$ 57 billion more in 2006 than a year earlier. For many visitors, the costs of accommodation, food, local transport, entertainment and other expenses are significant with the development of the economic system and the creation of new jobs. About 75 countries of the world earned more than \$ 1 billion in international tourism in 2006[7.154].

According to the UN BST, 733 billion (584 billion euros) of international tourism revenue was generated in 2006. This resulted in \$ 57 billion (40 billion euros) more revenue in 2006 than the year before, in absolute terms. In this regard, Spain, which is considered the second largest tourist center in the world, or the countries of the Middle East and Africa, stood out.

Asia and the Pacific achieved total revenues of US \$ 18 billion, achieving growth of US \$ 153 billion, while the Americas achieved growth of US \$ 9 billion, achieving total revenues of US \$ 154 billion. In 2002, the Asia-Pacific region became the second most visited region in the world after Europe, surpassing America in terms of international tourist traffic.

Although international tourism in 2006 had a higher growth rate in the Asia-Pacific region than in the Americas, it still allows Europe to take the first place in absolute volumes, and Europe received an additional income of \$ 26 billion, reaching a figure of \$ 374 billion or 298 billion euros (51% of global income). Africa increased revenue by \$ 3 billion with an additional increase of \$ 43 billion to \$ 24 billion. And the Middle East, with an increase of \$ 1 billion, brought the total revenue to \$ 27 billion. While all regions achieved growth in overall terms, in

terms of local prices last year, as a result of currency exchange and inflation, an increase of 3.2 percent was achieved, in 2006, the world received 4.3 percent more revenue from international tourism. For comparison, we see that in 2006, international tourist visits increased by 5.5% compared to the previous year. Among the regions, the Middle East, although it achieved growth in general indicators, failed to reach the level of inflation, observing a comparative decline in prices (-1.4%). Comparative price growth was observed in the regions of North Africa (+17%), South Asia (+14%), North-East Asia (+11%), Central America and South - East Asia (+10% each)[8.120].

For some countries, international tourism revenue is estimated as export revenue and is generated by daily visitors and overnight stays. However, income from international passenger traffic is not included in it and is accounted for as a separate category. The value of international passenger transport exports in terms of international tourism revenues has been 17 per cent in recent years and amounted to US \$ 148 billion in 2006. Total revenues from international tourism and international passenger transportation in 2006 amounted to 880 billion US dollars. In other words, this means that \$ 2.4 billion is earned from international tourism every day.

From the links to CIPA leading tourist countries of the world, we can see that there are differences in the types of tourism in OPAC. We can also see this in 8 of the 10 countries with the best CIPA scores according to the UN, BST. The United States is characterized by large expenditures of tourists on tourism revenues. European tourists like to travel to their regions because of the distance from Cook. China is ranked 4th, the UK and Germany are 6th and 7th, and Austria is 9th. According to these indicators, Germany has caught up with Mecca. The main reason for this is that FIFA is hosting the World Cup. Austria and Russia moved up to 9th place, moving up one place. In contrast, Turkey dropped two places below its place in 2005.

The top ten countries generate half of the world's gross tourism revenue. Their share in total revenues from international tourism decreased compared to the previous year and amounted to 47 % [9.158].

Tourism regions of the world and their development indicators are different. European tourism was developed in 2006 thanks to a number of events, namely the Winter Olympics in Turin, the World Cup in Germany and a number of other cultural events: the 400th anniversary of Rembrandt, the 250th anniversary of Mozart, the 125th anniversary of Picasso. Thanks to lower prices, it was possible to stimulate demand in the regions.

The 2 percent increase in 2008 is due to the fact that the growth rate in the first six months of last year was higher, the risk of losing control over the environment amid the financial crisis, and it was in 2008 that sad signals were expected that the development of the global stock market and its impact on the economy slowed down.

The UN BLS insists that the economic situation and the instability of the securities market in 2008 may affect the demand for tourism. The level of exposure is also increasing and is a concern for people with high levels of debt. The decline in the US dollar also had a negative impact.

Global visitor growth of 5 percent was observed between January and June, and a 1 percent decline in the second half is the result of 59 contractions in the economy. In addition, the

reduction in aircraft capacity as a result of rising fuel and transport prices led to a decrease in growth rates.

The 1 percent decline was driven by a 3 percent drop in visits to Europe and a 3 percent drop in visitors from Asia and the Pacific. At the same time, the decline in Asia and the Pacific was lower than in Europe, with an 11 percent increase in 2007 and a 6 percent increase in the 1st half of 2008. In contrast to America 1 percent, Africa 4 percent and the Middle East 5 percent) shows a sharp slowdown in visitor arrivals in the first half of 2008, although in July-December it was positive [10.158].

In 2008, the financial and economic crisis became the focus of the global economic situation and became the main factor influencing tourism trends (credit crisis, high fuel costs, instability of the commodity and currency markets). Several positive and negative effects for example: For various reasons, the Summer Olympic Games in Beijing also failed to stimulate an increase in China's attendance.

Terrorist attacks (Mumbai became very scary), health and safety threats continued, while floods (in China, Myanmar, Brazil, Mecca), forest fires, hurricanes and cyclones (in and around the Caribbean), volcanic eruptions (in Chile) and earthquakes (in China's Sichuan Province in May) continued. 2.7. – drawing.

However, the impact of various phenomena was limited and prevented. Despite the negative consequences, conferences in the field of sports were held in 2008. For example: some countries showed very good positive results: Honduras, Nicaragua, Panama, Uruguay, Republic of Korea, Marko (China), Indonesia, Egypt, Lebanon, Jordan, Morocco and Turkey. In 2009, the above cases are expected to be good.

While the air transport industry suffered globally in 2008, international rail transport has benefited in some regions, especially in Europe. Eurostar managed to increase ticket sales and passenger numbers by 10%. The international assembly market had a downward trend in 2008, and the situation worsened in 2009.

Corporate meetings and travel incentives have a huge negative impact, with many companies reducing travel and meetings around the world to a minimum. Small corporate meetings were partially affected due to the holding of teleconferences [11.103].

During the year, all regions except Europe saw an increase in visits. The best indicators belong to the regions of the Middle East (+11%), Africa (+5), America (+4%). Negative results in Europe were influenced by negative results in Northern and Western Europe. In 2008 (11% 2007), Asia and the Pacific region achieved 2 percent growth. Southeastern Asia (+4 percent), Southern Asia (+4 percent), Northeastern Asia (+0.4 percent) and Oceania (-1.5 percent) achieved the figures.

The America continent saw growth in the United States (North America +3%) and increased tourist traffic in both Central and South America. The Caribbean is the only region in the world where support has grown since 2007 (1% in 2007, 1.2 percent in 2008).

The Middle East is growing rapidly, reaching 11 percent growth in 2008. Africa has also achieved 5 per cent growth, which is a good result, even if it is half of last year's result. Despite the decline in growth compared to last year, good results were achieved in Honduras, Panama,

Uruguay, the Republic of Korea, Macau (China), Indonesia, Egypt, Lebanon, Jordan, Morocco and Turkey[12.238].

According to the Air Transport Association, CIPA has also declined. Although passenger traffic increased by 2.2 percent in November (+7.4 percent in 2007), the year-end performance worsened. Despite a 3.9 percent increase in cargo capacity, demand for cargo transportation declined by 76 percent (77 percent in 2007). It is noted that for 11 months of 2008 there was also a decrease in the employment of hotels. The decline was observed in all regions except the Middle East (+2foiz) and central and Southern America (+6 percent). In the above-mentioned regions, NOC receipts also doubled.

Taking into account the BST's forecasts for tourism development prospects up to 2020, it is projected to grow by 4.2 percent per year from 1995, in line with quantitative forecasts spanning 25 years. By 2020, international visits are projected to reach 1.6 billion people. It is estimated that 1.2 billion of them are in the region, and 378 million are on long-distance trips. By 2020, the top three regions with total tourist traffic are expected to be: Europe (717 million people), East Asia and the Pacific (397 million people), and the Americas (282 million people). East Asia and the Pacific, South Asia, the Middle East and Africa are expected to have growth of more than 5 percent per year, while Europe and the Americas are expected to have lower average growth rates.

Long-distance travel will continue to grow at an increasing rate, and the ratio between intraregional and long-distance travel in 1995 is estimated to be 82: 18 by 2020 and 76: 24.

In the report on the results of 2008, prepared by UN BTT experts, the development of tourism at the international level in 2009 was as follows:

- The economic downturn, market instability, and falling demand continued.
- In 2009, depression even decreased by 1-2 percent.
- Along with America, Europe also experienced a decline. In Oceania and the Pacific, the growth rate will be positive, even if it slows down. The same can be said about Africa and the Middle East.
- Companies carefully centralize their costs and try to maintain competitive advantages.
- In this case, the public and private sectors should act together.

It is known from history that crises, in addition to negative consequences, also generate positive opportunities, i.e., lead to a complete reform of the production structure. In this regard, the United Nations will support the tourism sector by providing it with the necessary support [13].

The UN draws attention to three interconnected BTT carriers: share strong market data and best practices through the newly established tourism committee; inclusion of tourism priority in the structure of economic measures; it is necessary to insist that tourism is the most elastic way, and it will lead to reducing poverty by ensuring economic growth.

As economic and administrative mechanisms to support the development of tourism in a number of foreign countries are: tax incentives, subsidies and subsidies; national legislation and regulations supporting the development of tourism and the protection of the rights of consumers



of tourist services; reduction of passport and visa restrictions on entry and exit from the country; promotion of non-traditional tourism by reducing prices and providing various other benefits; development and support of social tourism; stricter requirements for the safety of travelers; strengthening measures to protect the environment, preserve cultural and historical heritage and other measures taken by the state.

A number of countries, including Spain and Greece, provide investors with incentives to pay taxes, depreciation and turnover taxes. In some countries, in the first years of operation of enterprises, the practice of exempting them from income tax, as well as providing benefits for the payment of value added tax is applied. In addition, there are benefits (up to full exemption) for customs duties when importing equipment for hotels and vehicles for travel [14.148].

The countries of the European Union have a policy aimed at equalizing the value added tax (VAT), which is between 6 and 25 percent for tourism and hotel activities. The average VAT rate in Germany and Luxembourg is set at 15 percent, while the maximum VAT rate in Denmark and Sweden is 25 percent. In Spain, VAT is on average 7 percent and can vary depending on the level of the hotel, while VAT on food (restaurant services), car rental reaches 16 percent. VAT on accommodation and meals in Greece is 8%, and the government has developed a system of benefits for businesses that provide tourist services outside of working hours

In France, the VAT for tourist activities is on average 10%, including for accommodation-6%, for catering services-hood! It is% percent.

VAT on accommodation and meals in Austria are set at 10 percent. But in accordance with the Federal Law on Tourist Tax, all tourist enterprises pay a local fee for the accommodation of each traveler (in the territory of the community - to the community, in resorts - to the resort fund). The amount of payment may vary depending on the season when hospital patients (children under 6 years of age, schoolchildren and students) are exempt from these payments.

In some European countries, tourism organizations use preferential tariffs for utilities. In most cases, tourist companies are exempt from the income tax of up to 20% of foreign currency earnings.

The state also encourages the construction of new turistic facilities by selling land at low prices and renting it out for a certain period of time (in Cyprus up to 99 years, in Israel and Turkey up to 49 years), while the lease term can be extended for another same number of years.

Due to the rapidly increasing pollution of the environment, state assistance in the field of tourism is more focused on environmental protection. In a number of countries, there are special boards that also control the planning of environmental protection in tourism (Great Britain, France, the Scandinavian countries)[15.224].

In 1992, in Rio de Janeiro, the World Tourism Organization adopted a programme of work for the twenty-first century, which was joined by 182 States. The authorities for the implementation of this program are assigned to state tourism institutions. The program highlights three main tools that can be used to create long-term applications:

- Development of new guidelines aimed at protecting people and the environment, as well as strengthening existing measures;

- Using price as a pressure mechanism;
- Creation of production processes in the tourism industry and programs designed to ensure the purity of the product.

In developing countries, the tourism sector can be financed by other international agencies. Different types of incentives are common in different countries. For example, in Greece and Portugal, concessional loans are used, while in Austria, concessional loans account for half of all investments and are provided for 20 years with a 5% commission. Special attention is paid to subsidies in France, Italy and the United Kingdom, while in Spain low value-added taxes are imposed on the purchase of imported goods. International investment in tourism is provided by international organizations and the private sector 79. The main foreign lender is the World Bank (International Bank for Development and Reconstruction). Its activities in developing countries long-term infrastructure financing of these countries is aimed at helping jpgam to ensure a normal lifestyle.

Although direct investment in tourism activities is not a priority for this bank, it finances joint projects using export credits. The Bank encourages credit insurance institutions in potential supplier countries and provides guarantees to competitive suppliers selected at the tender. Unlike the World Bank, the International Development Association provides short-term loans, while the International Financial Society participates in equity projects.

European Community The European Regional Development Fund (EFRD), established in 1975 and providing financial support to low-development regions, invests in tourism in öpgam. When issuing EDF grants, preference is given to current tourism directions - projects that develop rural tourism and widely promote the cultural and historical heritage of the region. EFRD grants are granted on special terms for 40 years at rates of 1 % per year for the first decade [15.200].

Other organizations involved in financing the development of tourism in Europe include the European Investment Bank. This organization subsidizes the payment of the difference between interest rates from resources obtained at favorable interest rates on international credit markets, and thus provides intermediary services. For example, this bank financed the construction of a tunnel under the English Channel, the construction of Disneyland in Paris, the airports of Frankfurt, Munich and Hamburg in Germany, the expansion of Stansed airport in the UK. One of the main sources of risk of investing in tourism is the huge capital intensity compared to operating costs. This is explained by the high cost of construction and equipment. Capital accumulates gradually over a long period, while the return on investment occurs gradually. Therefore, reducing the cost of capital is a priority. Due to the complex nature of the tourist product, it is impossible to fulfill all the tasks facing the tourist industry of the economy. The Government is actively involved in supporting the private sector in the country's economy. However, studies of government intervention in various countries show that in countries with underdeveloped market economies, such interventions create difficulties for the market, not for its regulation.

The development of tourism, in addition to the economic one, is supported by the social policy implemented by the state. These include working hours, vacations, and professional training. For example, in France, the introduction of five weeks of paid work leave has had a significant impact on the development of tourism in the country. There is a significant difference in tourism

development opportunities between industrialized and developing countries. Most industrialized countries have high unemployment rates, and tourism is a priority for creating a large number of jobs. In this regard, in these countries, much attention is paid to the renewal of the existing tourist product and the search for new resources for tourism, land development, environmental protection, etc. However, a special place in the development of tourism in these countries is occupied by the promotion of a tourist product abroad and, thus, justifying the large investments that they make in the development of tourism[16.15].

Unlike developed countries, developing countries do not have sufficient funds to promote their products. Because of this, they can not invite foreign tourists in the required number and, therefore, do not have sufficient funds for the development of tourist infrastructure. The industrialized countries of North America and the European Community occupy the main (70%) place in international tourism and have a common characteristic. They are the main generating and receptor countries. In these countries (with the exception of some countries such as Spain), the international tourism economy is a secondary sector compared to other UN sectors and mainly covers the private sector.

The tourism potential of the member states of the European Community is aimed at coordinating the development of tourism in the member states. The Council identified the following priority areas for joint solutions to the problems of ensuring the growth of tourism in these countries:

- \* protection of tourists and their free movement: simplification of police and customs control at the borders; ensuring the safety of tourists and protecting them from inappropriate advertising; harmonization of insurance of tourists and their vehicles; informing them about their social rights;
- \* harmonization of the rules of activity in the field of tourism: harmonization of tax legislation in different countries; recognition of diplomas of professional skill and qualification level; allocation of vacation periods in order to ease the pressure on the tourism industry in the hottest season;
- \* regional tourism development with the aim of developing tourism in regions that are not developed, but have tourist potential.

However, since the European Community coordinates tourism activities, it does not interfere with national laws adapted to the specific conditions of the participating countries[17]. Tourism policy in the UK is coordinated by the British Tourism Authority, established in 1969, which is responsible for promoting British tourism products abroad. The administration consists of 400 people, of whom 22 people work in representative offices abroad. These offices are managed by three CEOs located in North America, Europe and the Asia - Pacific region. The Administration's budget is financed by State subsidies and the private sector. In 1993, its budget was about 47 million pounds, of which 32.7 million-F. the state assumes subsidiary responsibility. In recent years, more than 40% of the budget is spent on advertising and marketing, and a quarter on administrative expenses[18.150].

In order to achieve its main objectives, namely, to maximize tourism revenues and to expand the UK's tourist centers to new markets, the British Tourism Administration carries out: placing a large number of advertisements; conducting promotional events abroad through offices and with the help of mass media, television, radio and agents; organizing 88 conferences with the

participation of foreign tourism specialists and British specialists; organizing excursions for foreign journalists to demonstrate the country's tourist product; evaluation of research and achievements.

The international tourism policy of France is coordinated, in addition to the Ministry of Tourism of the country, by the organization "Maison de la France". It consists of 850 private, state and public organizations that pay membership fees. The organization is headquartered in Paris and employs 200 people in its 38 offices in 29 countries.

In order to create an image of the tourist product of France, Maison de la France distributes information, guides and brochures on all French tourist products through its foreign offices. The success of "Maison de la France" is due to the constant verification and application of various policies to promote products in different markets based on the information received. In the 1990s, the dominant markets for France in terms of size and potential were Japan, the United States, Germany and the United Kingdom. Revenues from these countries accounted for half of international tourism revenues. Other European countries are Italy, Spain and the Scandinavian countries, and recently Russia is also among the growing markets for France[19.150].

A striking example of its efficiency improvement is the case of the Maison de la France, in which the use of public investment with the use of private sector investment can also be realized.

In Spain, the policy of promoting a tourist product to foreign markets is implemented by the Institute of Tourism, which is subordinate to the Department of Industry, Trade and Tourism of Spain. Its main goal is to strengthen Spain's position in the global tourism market. Spain ranks first in the world in terms of the annual budget allocated for the implementation of the possibility of moving a tourist product abroad. In 1993, these funds amounted to \$ 77.7 million, of which 70% were provided by the Government of the country. Cooperation with the private sector is carried out by introducing it into the organization and taking into account the initiatives it offers, especially with regard to the promotion of specific and environmentally friendly products[20.150].

#### **IV.CONCLUSION**

Developing countries, like industrialized countries, share common features in international tourism policy. They are the main receptor centers in the world, and international tourism serves as their main source of foreign currency. Tourist arrivals account for a quarter of the world's tourist flow, and tourism revenues account for a tenth of export revenues. Most developing countries are lagging behind in the adoption of new technologies, investment and training of personnel. The way out of this situation lies with the state, as the private sector is not well developed, which can also lead to the fact that the state will be in a debt hole[21.216]. Developing countries, having common features, differ in the level of tourism development and, accordingly, in international tourism policy. For example, in international tourism, the role of Southeast Asian countries and Mexico is noticeable, and among developing countries, only India and China receive foreign tourists. Moving a tourist product to large tourist-rich countries in the European Community, as well as to the United States and Japan, requires certain financial resources. For developing countries, this amount will be even higher. Therefore, they are obliged to implement the possibility of regional cooperation to ensure measures to promote and sell their tourism product. However, in order to ensure that the joint movement of products does not lead

to the loss of their image and uniqueness, tourism movement activities based on regional cooperation should expand each tourist center individually. One prime example of this is RATA, which includes Eastern and Southeastern Asia, as well as numerous tourist centers in the Pacific region. Today, the countries of the Indian Ocean intend to create their regional associations on the example of RATA. The association is expected to include Australia, India, Pakistan, Malaysia and Singapore. Such cooperation allows jngamu to carry out activities to promote its products around the world in addition to its traditional markets.

Small groups of developing countries located in the same geographical areas also establish regional cooperatives. For example, the Indian Ocean Islands have established the Indian Ocean Commission to jointly participate in exhibitions and fairs. Developing in one region, Mamacita, combined, create a mixed tourist product, while maintaining its specificity. Projects between the Indian Ocean and the countries of East Africa, Mexico and the countries of Central America are also known. However, this type of tourism, which combines various tourist centers, is not so cheap due to the high transport costs between these centers and, therefore, is mainly intended for wealthy clients[21.270].

Countries with different levels of development are also developing joint projects. An example of such agreements is the cooperation between the European Community and the countries of Africa, the Caribbean and the Pacific. EFRD also helps developing countries by providing financial assistance to sell their tourism products in European countries. Interregional cooperation programmes between countries with different levels of development allow developing countries to introduce new technologies to improve the competitiveness of tourism products and ensure that they meet the requirements of consumers. To this end, the World Tourism Organization has developed specific international programs, such as Interreg and Regus[22.176].

In view of the above, it is necessary that tourism potential in developing countries be directed towards reducing the risk of economic dependence that may arise from the uncontrolled growth of international tourism.

## REFERENCES

1. Materiali vsemirnoy konferentsii po turizmu (VTO). - Madrid: 1981.-175s.
2. Jilsov E.J. Ekonomika sferi platnix uslug. -M.: MGU, 1996.-204 s.
3. Tashmuradov T. Mejdunarodniy turizm v XXI veke, Egipet. Kairskiy Universitet. 1996, 9 STR.
4. Juravel V., Shebalina N. Palomnichestvo i mejdunarodniy turizm. Sbornik dokladov i tezisov soobtsheniy nauchno-prakticheskoy konferentsii. Turisticheskie prioriteti "Zolotogo naslediya Rusi" Severo-Zapadnoe Podmoskove. (Aktualnie problemi turizma). - M.: 1999. - 234 s.
5. Tashmuradov T. Mejdunarodniy turizm: spravochnik menedjera (Uchebnoe posobie), Tashkent, Tashgeu, 1993, 84 STR.

6. Metodicheskie rekomendatsii (vsemirnoy turistichekoy organizatsii). "Razvitie nasionalnix parkov i oxranyaemix prirodnix territoriy v turistichekix tselyax". Turizm i okrujayutshaya Sreda VTO, YUNEP. IE/ras, Seriya texnicheskix dokladov, №13. - 61s.
7. Manba: BST (UNWTO), 2007.
8. 8.Kvartalnov V.A. Mirovoy turizm na poroge 2010 goda: prognozi i realnost. M.: Finansi i statistika. 2013. -S. 154
9. Xalqaro turizm va uning rivojlanishi oliy o'quv yurtlari va qiziquvchilar uchun qo'llanma./ Z.N.To'raev, O.A.Ro'ziev, A.A.Avliyaqulov, S.R.Berdiev. – Ter.: Ofis Art dizayn, 2009 y. 120 bet.
10. Kvartalnov V.A. Mirovoy turizm na poroge 2010 goda: prognozi i realnost. M.: Finansi i statistika. 2013. -S. 158.
11. Xalqaro turizm va uning rivojlanishi oliy o'quv yurtlari va qiziquvchilar uchun qo'llanma./ Z.N.To'raev, O.A.Ro'ziev, A.A.Avliyaqulov, S.R.Berdiev. – Ter.: Ofis Art dizayn, 2009 y. 103 bet.
12. Abduraxmonov K.X. Menejment turizma: Uchebnoe posobie. -T.: Filial FGBOU VPO "REU im. G.V.Plexanova" v g. Tashkente, 2013.-148 s.;
13. Tuxliev N., Abdullaeva T. Uslugi, texnologii i produktm v turizme. - T.: Gos.Nauch.izd-vo "Uzbekiston milliy entsiklopediyasi", 2009. - 224 s.
14. Senin V.S. Organizatsiya mejdunarodnogo turizma: Uchebnik. 2-e izd., pererab. i dop. –M.: Fis, 2004. -200S.
15. Tashmurodov T.Xalqaro turizm. O'quv qo'llanma T.: "Turon Iqbol", 2007 y, 15 b.
16. Information and Documentation Resource Centres For Tourism. WTO. 2004.
17. Texnologiya puteshestviy i organizatsiya obslujivaniya klientov. Uch. posobie Chernux N.B. 2002,3 20 str.
18. Abduvohidov A.M., Xo'jaev O'X. Xalqaro turizmda siyosatni shakllantirish. O'quv qo'llanma, –T., 2007, 150 - b.
19. Budgets and Marketing Plans of National Tourism Administrations WTO. - Madrid, 2002y.
20. "Turizm kak ekonomicheskij prioritet" (Seriya "Ekonomika sovremennoy Rossii") / Prouorzin L.Yu. 216 str. 2004g
21. Aleksandrova A.Yu. Mejdunarodniy turizm: Uchebnik. – M.: Aspekt Press, 2004. -270 s.
22. Mamatqulov X.M. Xalqaro turizm. –SamISI, 2007, -B.176.