



FEATURES OF STATE REGULATION IN THE FIELD OF TOURISM IN FOREIGN COUNTRIES

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Annotation

The article discusses the main methods of state regulation of tourism, special national programs, direct subsidized financing of the industry, activities that stimulate inbound tourism. The features of the introduction of foreign experience in the state management of tourism in the Republic of Uzbekistan are substantiated.

Keywords: tourism, tourist services, state regulation, tourist product

Today, the tourism industry is one of the fastest growing sectors of the economy in the world in the process of deepening globalization. According to the World Tourism Organization (WTO), "tourism ranks fourth in global exports of goods and services, and third in terms of profitability. Tourism is a highly profitable sector of the economy, contributing to the intensification of the world market for goods and services, providing employment for the population and developing close ties between different countries and regions of the world. Public administration in the field of tourism is, of course, one of the main tasks when it comes to the issue of the tourist attractiveness of a particular region.

In the global tourism industry, special attention is paid to public administration research on the development of the tourism sector and represents the impact of the state on the activities of business entities and market conditions to ensure normal conditions for the functioning of the market mechanism, the implementation of state socio - economic priorities and the development of a unified concept for the



development of the tourism sector. This process includes the procedure for developing a state policy for regulating the development of tourism, substantiating its goals, objectives, main directions, choosing tools and methods for its implementation. In recent years, large-scale reforms have been carried out in Uzbekistan to raise the tourism industry to a qualitatively and quantitatively new level. “The tasks are to accelerate the development of the tourism industry, increase its role and share in the economy, diversify and improve the quality of tourism services, and expand tourism infrastructure” [2]. Effective implementation of the goals set will increase the competitiveness of the national economy. In this regard, it is important to intensify scientific research of foreign experience on issues such as public administration for the development of the tourism sector in order to increase the competitiveness of the service sector in Uzbekistan.

In countries where the tourism industry is developed, organizations operate, which are subordinate, as a rule, to ministries involved in the development of national tourism development programs. State policy in developed countries is aimed at creating a favorable economic climate for the successful conduct of the tourism business, stimulating interaction between business and government representatives, science and practice.

The main methods of state regulation are special national programs, direct subsidized financing of the industry, activities that stimulate inbound tourism, the adoption of legislative acts, etc.

These and other activities over several decades have led some countries to become leaders in international tourism receipts. State programs in the field of tourism exist in many countries of the world, where tourism is considered one of the main sectors of economic development.

Creating favorable conditions for doing business, preserving and increasing tourism resources, a developed network of roads, an affordable system of bank lending and state subsidies for Startups, financing the promotion of tourism (media, Internet, exhibitions, public events) - all this is a characteristic feature of developed countries in terms of tourism.

There are several models of state participation in the field of tourism: a model of market self-organization, a model of active influence and a model of selective participation.

The self-organization model is used, as a rule, in those countries where the subjects of the tourism market are sufficiently viable and conscious.



For example, in the United States, the regulation of the tourism services market is carried out at the level of individual entities. The United States has a fairly strong international position in tourism, an attractive image of the country for travel, the tourism industry in the country is the second largest employer after the healthcare system.

In 1985, the Ministry of Tourism was created in Morocco. Tourism is the second largest source of foreign exchange after phosphate mining. The Moroccan government invests heavily in tourism development. In 1999, a tourism development strategy was developed. Government to conduct marketing campaigns, attract tourists. For the construction of hotels regularly allocates money aimed at attracting foreign investment.

The third model is typical for developed European countries (France, Spain, Great Britain, Italy, Greece, Australia, Czech Republic, Switzerland). This model assumes that the state takes a selective part in the development of the tourism services market, which is usually under the jurisdiction of ministries, whose divisions operate in two main areas:

- state regulation (regulatory framework, coordination of activities of executive authorities and regional offices, international cooperation, analysis of statistical data);
- marketing activities (management of tourist offices abroad, coordination of participation in promotions and international organizations in the tourism sector).

In all European countries developed in terms of tourism, there are organizations that develop tourism development programs that are aimed at creating favorable business conditions: tax incentives, simplification of the border and customs regime, attraction of investments for infrastructure development, advertising in foreign markets, training. In the UK, "these functions are performed by the British Tourist Authority, in Spain by Turespana, in Italy by ENIT, in Ireland by the Irish Board, in Norway by NORTRA, etc."

Most countries have their own national tourism organizations. Some of them, for example, in France and Spain, are part of the government, while others are created independently of it, but others are supported by it, while others are centralized state financial injections, for example, as in Great Britain.



Public authorities in European countries closely cooperate with local authorities and private business. Such a scheme has proved to be the most effective, as it allows attracting financial resources from the private sector to solve urgent problems, and also promotes constructive cooperation between various levels of government, as a result of which the regulation of tourism activities is carried out on the basis of public-private partnership.

State bodies are obliged to exercise control over the state of the environment, to preserve the cultural heritage and local customs, to take measures to promote Italy in world markets. The Law introduces the definition of a tourism profession: “a tourism profession is understood as a range of labor activities, during which services are organized and provided to stimulate tourism activities, as well as services for the reception, assistance, escort and guidance of tourists.”

Every year, the Greek Ministry of Tourism announces the total amount of assistance to investors in the tourism sector. The priorities of investment in tourism are determined. First of all, this is the construction, expansion and modernization of high-class hotels and tourist complexes. Moreover, if the volume of investments reaches 21 million dollars, benefits. Interestingly, hotels and other tourist facilities that are being reconstructed are eligible for forms of state assistance - subsidies or tax breaks. “In order to prolong the tourist season, the Greek government establishes preferential taxation for hotels in early autumn, reducing the cost of water, electricity and heat. By reducing utility costs, hoteliers have the opportunity to lower accommodation prices and attract additional tourists.” Such a policy in the field of tourism gives, of course, a positive result.

Australia supports small businesses in tourism. Provides support for local tour operators. To support the development and implementation of new tourism products aimed at the development of local tourism, economic development and employment, grants of up to \$ 1 million are allocated. The program is managed by the state structure Ministry of Natural Resources, Energy and Tourism.

Annually, the contribution from tourism in Canada is about 73 billion dollars, which is approximately 2% of the country's GDP and provides employment for almost 600 thousand in all areas of Canada. The federal government is playing a very active role in supporting Canada's tourism sector. In addition, there are 15 federal departments and agencies responsible for their policy towards tourists in Canada.



The National Marketing Organization assists marketing research organizations. Tourism organizations are supported by the Canadian Workforce Council, which is made up of representatives from businesses, national associations, provincial educational boards and tourism authorities. The council works to improve the quality of the workforce through training and certification.

A striking example of the positive results of state participation in the tourism sector is the Czech Republic. According to the data presented on the website of the Czech Bureau of Statistics, in 2010 the Czech Republic was visited by 6.3 million tourists, and the income from tourism amounted to 127.4 billion kroons. In 2009, the state allocated 80 million CZK for the development of tourism. Most of the budget (50 million kroons) was spent on an advertising campaign in Prague (commercials were broadcast on international channels - CNN Europe, CNN Asia, Euronews, Eurosport), to support recreation centers and sports complexes. The largest number of tourists to the country comes from Germany and Russia. The government of the country takes an active position in promoting the national product on the world market. The National Tourist Board of the Czech Republic, which is part of the Ministry of Regional Development of the Czech Republic, supports inbound and outbound tourism. In addition to allocating funds for advertising the country abroad, various festivals are regularly held, for example, the famous beer festival, the Easter chamber music festival, the summer opera and operetta festival, the Bambiriada children's festival, the European Tourist Film Festival, the annual festival of records and curiosities, and engineering fairs. In Switzerland, inbound tourism is handled by the Central Largest National Tourism Promotion Agency (CVT), an agency whose main goal is to attract foreign tourists and revitalize tourism demand within the country. The Central Office for Tourism of Switzerland has 20 offices on 4 continents. The agency maintains close contacts with regional and local tourism unions. The main tasks of the Central Office for Tourism are marketing research, the development of a national marketing program, information services to stimulate demand for tourism in Switzerland. Tourism in the country is actively studied. The Academy of International Tourism operates in Geneva, the Institute for Tourism Research at the University of Bern, and the School of Economics in St. Gallen. In Switzerland, the activities of organizations in the field of tourism are actively supported by government and various public organizations of the country, which is rich not only in nature. practice.



The main methods of state participation are special national programs, direct subsidized financing of the industry, activities that stimulate inbound tourism, the adoption of legislative acts that ease the financial burden of enterprises, etc. These and other activities over several decades have led some countries to become leaders in international tourism receipts. Creating favorable conditions for doing business, preserving and increasing tourism resources, financing the promotion of tourism (mass media, the Internet, exhibitions, mass events), a developed network of roads, an affordable system of bank lending and government subsidies for Startups - all this is a characteristic feature of developed tourism states.

World experience shows the need and expediency of dividing the bodies of the national tourism administration (NTA) into two branches. One of them, which can be called "bureaucratic" with a certain degree of conventionality, deals with global issues of public administration: the legal framework, the collection and processing of statistical information, the coordination of activities of tourism enterprises and regions, and international cooperation at the interstate level. The second branch is "marketing". This is, as a rule, an agency that reports to or is part of the national tourism administration, but is not in itself a governing body.

His competence includes all issues for a leading position in the related tourism product, aimed at creating an attractive image of the country and promoting it in foreign markets. Moreover, it is these institutions that receive the bulk of state funding: we are talking about tens of millions of dollars a year and hundreds of specialists, which is much more than the "bureaucratic" branch. There are attempts to make such national marketing promotion to "marketing" departments partly self-sustaining, mainly due to the commercialization of advertising and information services.

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