



INTERNATIONAL EXPERIENCE IN THE DEVELOPMENT OF CULTURAL
TOURISM AND ITS APPLICATION IN UZBEKISTAN

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Abstract: This article examines the international experience of cultural tourism development based on the analysis of its development mechanisms.

Key words: cultural tourism, organizational methods, economic methods, administrative methods.

Introduction. In the modern world, “understanding the importance of the tourism sector in the overall socio-economic development of the country and realizing the scale of its influence on the economy of the region has led Western countries and Asian regions to consider tourism as one of the highest priority sectors of the economy and to develop long-term strategies for the development of the tourism industry”¹, implementation of active regulation of tourism activities. For some countries (Turkey, Egypt, Malaysia, etc.) tourism is considered the main sector of the economy, for others (France, USA, Germany, etc.) – a fundamentally supporting sector of the economy, and for most other countries – the most important sector of its future development . Uzbekistan, with its rich cultural and historical heritage, unique climatic conditions, colorful architectural structures located in the heart of the legendary Great Silk Road, unsurpassed national cuisine, as well as the atmosphere of peace and tranquility that reigns in the country, needs to study the experience of the countries most successfully operating in the global tourism market, and ensure mutually beneficial cooperation in this area.

Literature analysis: The problems and main trends in the development of cultural tourism in the leading countries of the tourism market are discussed in the works of such foreign researchers as R. McIntosh, Ch. Goeldner, A. Tighe, G. Richards, T. Silberberg, G. A. Karpova, L. V. Khorevoy , E.V. Kolotova In Uzbekistan, the works of economists M. Pulatov, M. Muhammedov, N. Tuxhliev and others are devoted to the development of tourism in general and cultural tourism in particular.

Research methodology. During the study, methods of induction and deduction, comparative analysis, analysis and synthesis were used. A tabular presentation of analytical information indicates the reliability of the research results.

Analysis and results. A careful study of the experience of countries in which tourism occupies a leading place in the national economy shows that the development of tourism largely depends on how effective regulation is at the state level. The data in Table 1 indicates the significant role of the

¹ Новичков, В. И., & Полозков, М. Ю. (2008). Анализ опыта государственного регулирования туризма в развитых странах. Journal of new economy, (3 (22)), 46-49.



state in transforming tourism into a highly profitable sector of the economy, where government spending on tourism has a significant positive impact on the growth of tourism's contribution to GDP.

In countries such as Spain, China, Italy, France, Great Britain, Turkey, Egypt, Germany, Malaysia, the share of the tourism sector occupies from 9% to 14% in the structure of the country's gross domestic product (GDP), the total contribution to employment is 8-15%. In Uzbekistan, unlike these countries, where the tourism sector is underdeveloped, according to data for 2019, the share of the tourism sector amounted to 3.4% of the country's GDP. Positive results in developed countries were achieved through the development of inbound and domestic tourism, as well as investment in the tourism industry.

However, in order to achieve greater income from the tourism industry, the state must invest in the development of national tourism.

It is very expensive to develop infrastructure, prepare tourism development programs in various territories, and train personnel to work in tourism enterprises and organizations.

In addition, they must be actively involved in organizing the promotion of the national product in various markets. Because the private sector is not able to cover the huge needs of tourism for investments that are necessary for the development of tourism infrastructure (information technology, transport communications, catering establishments, hotels, etc.). Here, only the state can take upon itself the solution of many financing issues related to the development of the tourism industry.

Those countries of the world (Spain, Turkey, Greece, France, Egypt, etc.) that have taken the path of state support for tourism are today reaping its benefits and have a significant export-import item in the trade balance.

A special role in state support is played by the legislative framework, which defines in detail the relationship between producers of tourism services and their consumers, which is very important for the stable development of this industry².

Currently, "cultural tourism is more associated with international tourism, which has been rapidly developing in recent years"³.

The world experience of developed countries shows that the development of the tourism industry was achieved by stimulating the industry using effective administrative, economic, organizational and other methods.

Studying foreign experience in tourism development, it should be noted that a special role belongs to administrative methods, which are widely used for the stable development of this industry. In other words, ensuring the development of the tourism industry involves the use of administrative methods, which include the adoption of laws, various regulations, development of targeted programs for the development of the industry, etc.

² Бессонова Г.Б. Организационные модели государственного регулирования туризма за рубежом. УДК 338.48 С. 21-24. [Электронный ресурс]. Режим доступа: <https://cyberleninka.ru/article/n/organizatsionnye-modeli-gosudarstvennogo-regulirovaniya-turizma-za-rubezhom/viewer>

³ <https://economy-lib.com/organizatsionno-ekonomicheskie-osobennosti-funktsionirovaniya-i-razvitiya-kulturnogo-turizma>

Table 1

Comparative analysis of the main indicators of tourism development in Uzbekistan and in other countries of the world in 2019⁴

№	Indicators	Countries									
		Uzbekistan	Spain	China	Italy	France	Great Britain	Türkiye	Egypt	Germany	Malaysia
1	Population (thousand people), 2020	34232	47352	1402112	59554	67392	67215	84339	102334	83241	32366
2	GDP per capita, (USD), 2020	1686	27057	10500	31676	38629	40285	8538	3548	45724	10402
3	Total contribution of tourism to GDP (share, %), 2019	3,4	14,6	10,9	13,3	9,6	10,9	12,7	12	8,6	13,3
4	Direct contribution of tourism to GDP (share, %), 2019	1,10	5,44	2,79	5,7	3,95	3,70	4,53	6,20	3,48	5,8
5	Number of arrivals, (thousand people), 2019	6749	126170	162538	95399	211998	40857	51747	13026	39563	26101
6	Number of departures (thousand people), 2019	8437	22816	154632	62207	49276	93086	9651	6180	108542	30761
7	Total contribution to employment	3	14,7	10,6	15	10,8	12,1	8,2	9,5	12,1	12

⁴ Составлено автором на основе данных сайта <https://knoema.ru/atlas/topics/>

	(share, %), 2019										
8	Direct contribution to employment (share, %), 2019	0,9	5	3,7	6,6	4,6	4,9	1,9	4,4	6,9	5,6
9	Government expenditures (share, %), 2019	1,1	1,4	4,1	0,8	0,6	0,6	1,6	8,1	2,8	1,8
10	Capital investments (share, %), 2019	2,7	6,6	2,8	3,1	6,1	5,5	7,3	11,4	4	6,9

For example, since the mid-1970s, the Egyptian leadership began to pay great attention to the development of the tourism industry. At the same time, the tourism business was considered as a sector of the economy that brings foreign exchange earnings to the state budget of the country.

Issued in 1974 "Law No. 43"⁵, granted the right to foreign companies and individuals to invest their funds in industry, energy, tourism, transport and urban services in Egypt⁶. As a result of the "infatih" policy, positive results were achieved in the tourism industry. A significant portion of the investments were made by large American and British companies. By the early 1990s, tourism revenues surpassed those from shipping in the Suez Canal and amounted to US\$2 billion⁷.

A similar situation was observed in the Republic of Turkey. Since the early 1960s, the government's focus has been on the tourism industry. The government authorities developed five-year plans for the development of the tourism business, in which special attention was paid to attracting foreign capital, in particular German companies were major investors, thanks to which the appropriate infrastructure was created (an extensive network of hotels, campsites, new roads were built connecting the main tourism centers) and service system.

In Italy, a law was passed in 1985 to promote tourism development. One of the areas of domestic tourism - rural tourism - has received government support, as a result of which the number of rural estates and farms for rent has increased by 2-6 times. In the period from 2003-2011. the number of farms and estates related to rural tourism increased by 7 thousand units, the number of accommodation places by 6.8 thousand, and the income amounted to 552 million dollars per year.

China is one of the world leaders in the number of domestic travelers. This is the result of measures taken by the state to stimulate the growth of domestic flow and domestic consumption in the tourism sector by regulating prices for services (ticket prices, payment for transport tickets, etc.) related to domestic tourism. It should also be noted that with any changes in prices for services, public

⁵ Ключевой закон № 43 был утвержден в июне 1974 года; он поощрял инициативы, давал гарантии и привилегии иностранным инвестициям, западным технологиям и арабским нефтяным деньгам, способным оживить частный сектор экономики.

⁶ Страны Ближнего Востока: Справочник / Под. Ред. И.Ф.Черникова. - : Политиздат Украины, 1990. - 335 с.

⁷ Арабская Республика Египет: Справочник / Ред.кол. А.М.Васильев, А.А.Ткаченко, К.М.Труевцев. - М.: Наука, 1990 - 355 с.



meetings are held where price increases are justified, and the opinions of the public, population, tourists and tourism organizations are taken into account.

Malaysia has shown through its own experience the effectiveness of implementing tourism development programs. An active tourism policy in this country contributed to the successful implementation of regional and national tourism development programs, which were aimed at improving the country's image in the global and domestic tourism markets.

At the same time, the experience of the leading countries in the tourism market has shown that the successful development of the tourism industry has been achieved by using economic methods, which are a set of tools that are aimed at applying various benefits such as tax breaks, subsidies, bonuses, etc., providing state to producers and consumers of tourism products and services.

Summarizing the practice of using economic methods in developed countries, it should be noted that the use of various tools of this method is effective. For example, in China, for the construction of hotel infrastructure, the state provides subsidies to business entities. At the same time, small and medium-sized enterprises operating in the tourism sector are exempt from paying income tax for a period of five years, and loan guarantees are provided in order to accelerate the development of the tourism sector.

In Turkey, favorable economic conditions were created to support and effectively develop tourism: free economic zones were created, preferential tariffs for utilities were provided, exemption from some taxes and duties, and preferential lending was provided for entities involved in the tourism business.

In Hungary, as a result of providing various benefits to business entities, the population has the opportunity to purchase tourism products at a better price. The effectiveness of using such an instrument is justified by the fact that about 25% of tourist expenses are provided thanks to the preferential systems existing in the country. In addition, in Hungary, the state provides financial subsidies and tax breaks to entrepreneurs who have invested more than 50 million euros in the tourism industry and created at least 50 new jobs.

The essence of organizational methods is to create certain organizational structures to influence the control object. An example of the implementation of organizational methods for the active development of tourism can be various kinds of projects that are implemented within the framework of public-private partnerships, the creation of free economic (tourist) zones, the creation of specialized organizations that are responsible for the development of tourism, deal with issues of attracting investments and make every effort to creating and forming a favorable image of the country both in the domestic and international markets, integrated development of territories, etc. For example, "the use of integrated development of territory in Mexico has ensured sustainable economic growth in the tourism sector. It was expressed in a multiplier effect of 110%, job creation (2.5 jobs per 1 hotel room in the tourism sector and 2 in related areas)."⁸

Created in Turkmenistan on the eastern coast of the Caspian Sea in 2007, the first national tourist zone "Azov" served to develop the tourism sector in the country. This tourist zone is provided with legal, tax and customs benefits. Also, in Turkmenistan, special attention is paid to the issues of attracting foreign and extra-budgetary investments for the construction of new tourist facilities and improving the infrastructure of the tourist zone.

⁸ <http://geopub.narod.ru/student/petrasov/1/5.htm>



Conclusion. A generalization of the best foreign experience in the development of the tourism industry based on the application of methods allowed us to conclude that in the leading countries the state is pursuing an active policy to create conditions for the development of tourism infrastructure, attract private investors, create favorable economic conditions, supported by legislation, and allocate significant funds for the activities of tourism industry entities. budget funds for the implementation of national projects and programs for the development of the tourism industry.

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