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## International Experiences in the Development of the Tourism Industry

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Tour guide at the Registan Ensemble

**Abstract.** In this article, it is conducted that the development of tourism while using international experiences. Based on study of the tourism and leisure industries abroad, three types of public administration can be named which are mentioned in the article. The importance of government involvement in the creation and marketing of the domestic tourism industry, as well as in marketing analysis, promotional campaigns, and informational events. Additionally, organizing and hosting international tourism exhibitions, conferences, and seminars is essential, as is putting together a core set of investment projects for the construction of tourism infrastructure. While improving tourism industries, models, which are used by many European Countries such as Spain, Italy, and USA and others, have been analyzed with using internet resources, journals and books.

**Key words.** Models, tourism sector, advertising, finance, marketing activities, exhibitions, management, and tourist representation.

Three types of public administration can be identified based on research into the experience of managing the tourism and leisure industries abroad.

The first model presupposes the absence of a central state tourist administration; instead, local market self-organization is used to resolve all disputes. When tourism is not a large industry for a nation or when tourism market participants are aware, that is, they are able to manage their own problems without government intervention, the governments of individual nations will take such a decision.

In the USA, this managerial style is employed (in 1997, the state structure USTTA, which was in charge of tourism, was liquidated in the USA). The decision was made by the government for a number of reasons, including: a) reduced spending on the federal budget; b) the presence of strong US positions in the global tourism market; c) the country's attractiveness to foreign visitors; d) the existence of strong private

companies in the tourism sector, capable of powerful independent promotions in the interests of the entire national market [1, p. 78].

The second model establishes a potent and powerful ministry that manages the operations of the entire sector. Its implementation is dependent on a number of factors, including significant financial investments in the tourism sector, marketing and advertising campaigns, and infrastructure investments in the industry.

In Turkey, Egypt, Tunisia, and other nations where tourism is one of the main sources of foreign exchange profits, a similar model of managing the tourism business is frequently used.

The third model, which is more common in European nations, entails decision-making regarding the growth of the nation's tourism industry at the level of a multifaceted ministry. This is typically a ministry with a bias toward business. The department of the ministry that deals with tourism issues simultaneously solves global issues of state regulation (development of a regulatory framework, coordination of regional activities, interstate cooperation, processing of statistical information), and conducts marketing activities, participation in exhibitions, and management of tourist representations abroad.

The majority of countries currently have tourism management systems that are primarily territorial in form with the potential to affect the sectoral growth of the nation. We can use the UK's tourism management system, which is characteristic of many European nations, as an example. Implementing policy in the nation's tourist sector falls within the purview of the Ministry of National Heritage. The Ministry's Department of Tourism is divided into two sections: the first is in charge of providing financial assistance to the sector, coordinating interdepartmental efforts on contentious matters, and representing the English tourism industry abroad; the second is in charge of providing statistical data on the country's tourism industry, encouraging the growth of domestic travel, and enhancing the standard of domestic travel. The relevant regional departments of the Ministry are involved in building closer connections between regional governments and removing overlap in their duties. They also coordinate the actions of regional governments. Additionally, there are tourism development departments at the level of each country's regions (Wales, Scotland, Northern Ireland, etc.), whose duties are to maintain a suitable level of tourism development in their region and offer unbiased information about it at the national level [2]. Finally, local governments are in charge of planning local development, constructing infrastructure and offering high-quality services, as well as subsidizing already-established tourist information centers that offer information services, process reservations, etc.

The UK's tourist industry is represented by a number of non-governmental (public) organizations, in addition to the territorial authorities listed above, that carry out sectoral management tasks at different levels. As part of public organizations, there are also private sector representatives who are grouped into a number of associations and societies and are in charge of advocating on behalf of business owners in the tourism sector, providing advice, and enhancing administrative procedures at various levels of government.

The Ministry of Transport and Arrangement, the State Secretariat for Tourism, the Regional Tourism Committees (22 regions), the Departmental Tourism Committees (100 departments), and the Communes make up France's effective and cogent structure for managing the country's tourism industry (36 thousand).

The Ministry of Arrangement and Transport oversees tourism on a state level. The State Secretariat for Tourism, which serves as the country's tourism administration, is a part of its structure. The following are among the topics in which the federal tourism agency is knowledgeable: career training; tourism statistics; tourism forecasting; fostering connections with regional committees; and managing contract plans for the regions (contracts for 5 years are signed between the state and the regions in all areas that are

of interest to the state).

The French Agency for Tourism Engineering (AFIT), a state organization, holds a significant position in the tourism management system and carries out the following tasks: a) testing new tourism projects on a national level; b) analysis and long-term planning of tourism development; c) study of tourist behavior in various countries (observation of demand); d) monitoring the informing of tourists about tourist offers; e) developing recommendations; and f) recommending changes; managing projects from start to finish.

AFIT is housed in facilities and has staff members whose salaries are paid for by the Ministry of Tourism (the Agency employs 22 staff). Its yearly budget is roughly 5400 000 euros. Four out of five of these come through subsidies from other ministries, while one fifth comes from the selling of the Agency's services [5]. The Agency is the only one of its kind in France right now, but experts predict that if the need for tourism engineering grows, other regional agencies like it may be established in the most popular tourist areas.

The Federation of Committees and Departments for Tourism of France, the Federation of Associations of Urban Tourist Bureaus of France, the Federation of Rental Houses of France, the Federation of Suburban Parks, etc. are some of the national organizations in France that bring together tourism committees, associations, and travel agencies.

France's system for managing tourism has changed over many years. There is currently a trend toward decentralization in the state management of tourism following the transfer of some authority to the regions and agencies. Despite France's tourism industry's success (76 million visitors annually, 12% of GDP), there are still issues at the national level, including the aging of the industry and the limited natural resources for future development.

In Spain, the Ministry of Economy is in charge of tourism (through the State Secretariat for Trade, Tourism and Small Business). The Ministry reports to the State Secretariat as well as the Central Directorate for Tourism (which oversees administrative issues and overall policy direction), the "Paradores" hotel chain (83 hotels housed in historically and aesthetically significant buildings), two exhibition and convention centers (in Madrid and Malaga), and the Spanish Institute of Tourism - Turespaca. engaged in promoting Spanish resorts overseas and bringing in foreign visitors. This company operates a vast network of information offices throughout Spain and 29 representative offices throughout 21 different nations. The state budget provides all funding for the institute.

In Italy, the Ministry of Industrial Activities is superior to the Department of Tourism. The Department's primary responsibilities include coordinating the efforts of regional tourism administrations, creating sectoral legislation and regulatory instruments of a national scope, collecting and analyzing statistical data, and participating in international activities (intergovernmental agreements, relations with international organizations and the European Union).

The National Tourism Authority (ENIT), whose primary responsibilities include advertising and information work, marketing research, and coordination of local tourism administrations' overseas efforts, is responsible for playing the primary role in representing Italy in the global tourism industry. ENIT is wholly funded from the state budget and reports to the Department of Tourism. 200 individuals work for ENIT, including staff from 20 representative offices in 26 countries.

The third management model appears to be the most palatable for Russia given the size of international tourism, the federal framework, and how the tourism industry is organized. The need for state involvement in the development and promotion of the national tourism product, marketing research,

advertising and informational activities, organizing and holding international tourism exhibitions, conferences, and seminars, and forming a fundamental package of investment projects in the area of development of tourism infrastructure, however, makes state regulation of the industry advisable for the effective operation of this model.

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