
The Best Tourism Development Strategies in the Example of World Practices

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Abstract: This article examines the use of world practice in the development of tourism, the experience of countries such as Saudi Arabia, Turkey, and Spain, which currently have high tourism potential. Based on the experience of the above countries, the problems and shortcomings of tourism development in Uzbekistan have been researched.

Keywords: World experience, tourism industry, tour programmes, tourist destinations, foreign countries.

Introduction.

In modern conditions, when competition between tourist destinations is intensifying on a global scale, the role of the state and the relevance of understanding long-term prospects in the field of tourism are increasing. The strategies developed in the countries determine the priority areas for the development of tourism and represent a system of ideas and measures of public administration in order to create conditions for tourism activities, strengthen the competitiveness of tourist destinations. The national strategy serves as the basis for the development of activities of integrated programs for the development of tourism in the medium term, long-term targeted programs for the development of tourism at the regional and municipal levels, long-term and short-term forecasts, budgets and legislative initiatives in the field of tourism.

The purpose of the article is to give an idea of the reference strategies for the development of tourism and the features of their implementation in different types of countries and regions of the world based on modern concepts of organizing the world tourism space and the life cycle of tourist destinations.

Methods and methodology.

The theoretical and methodological basis of the study was two concepts: the well-known concept of the life cycle of a tourist destination by R. Butler [4] and the concept of the center-peripheral structure of the world tourist space [2, 3]. Both concepts are in good agreement with each other, and allowed us to formulate a hypothesis that the tourism development strategy will be effective if it takes into account the stage of development of the tourist destination.

In accordance with this approach, many strategies have been studied, but not all of them are included in the book. Four reference strategies were selected, respectively for a newly emerging tourist destination, for a growing, mature one and finally for a so-called problem tourist destination facing a crisis. The study is based on a set of modern methods, including

route field research, expert interviews, the method of exchanging opinions with specialists at representative international professional events. Primary materials were studied, primarily the regulatory framework for regulating tourism activities, as well as official statistics.

Discussion and research results. An analysis of tourism development strategies showed that in different countries and regions of the world they are very diverse, but at the same time they also have common features. The Kingdom of Saudi Arabia (KSA) is considered as an example of a country belonging to the Periphery of the world tourism space and a tourist destination that has just entered the first stage of exploration in its life cycle. In the past, it was one of the most closed countries in the world. But in recent years in the kingdom, although not without difficulties associated with the fact that in this unique state - a theocratic absolute monarchy, everything is saturated with the canons of Islam, the attitude towards tourism is changing. Tourism is seen as a way to diversify the national economy and move away from oil dependence, as well as improve the country's image on the world stage. In 2016, the country adopted the National Transformation Plan "Vision 2030", as well as 13 programs for its implementation. Measures to develop tourism are included in a number of these programs. According to the KSA General Directorate of Statistics and the Saudi Commission for Tourism and National Heritage (SCTH), in 2018, the Kingdom registered 21 million international tourist arrivals, about the same number of tourist departures of KSA citizens abroad and 58 million domestic trips around the country.

Much attention is paid to Turkey as an actively growing tourist destination. The history of tourism in this country over the course of almost a century is striking in how consistently the policy of its introduction to the world tourist market was carried out. During this time, political upheavals repeatedly took place in the country, the economic system changed from planned to market, economic policy was revised, the geopolitical position of the country in the world was transformed, but the goal in the field of tourism remained the same. In 2007, another national tourism development strategy was adopted in Turkey and a detailed road map was developed. It is planned to double the number of international tourist arrivals in the country to 63 million, and the volume of receipts from international tourism to \$86 billion. Each foreign tourist will leave the country on average \$1,350. These goals are set for 2023 - a significant date when the country will celebrate the 100th anniversary of the Turkish Revolution and the establishment of the Turkish Republic. By this time, Turkey should enter the top five most popular tourist destinations in the world.

Great Britain is a country of origin of tourism, a mature tourist destination, one of the world leaders in the field of tourism. However, since the beginning of the XXI century. it will face problems in its development, caused by a variety of reasons, and above all the uncertainty associated with Brexit. Under these conditions, the UK demonstrates a highly flexible policy in the field of tourism, constantly updating and adjusting the strategy and action plan in terms of tourism development. In 2012, the UK adopted its Inbound Tourism Growth Marketing Strategy 2020 with the catchy title Delivering a Golden Legacy. In 2015, the Tourism Sector Support Plan was approved. In 2016, the Tourism Action Plan was adopted - an updated version of the 2015 Plan. In 2017, the Action Plan for the year was approved. In 2020, the number of international tourist arrivals should be 40 million, and the amount of receipts - 31.5 billion pounds. Art. at constant prices. In addition, 200,000 jobs will be created per year.

Finally, the region of Barcelona was chosen as a "problem" tourist destination, which faced a crisis of overtourism. He became a hostage to his own excessive tourist popularity. Its maximum carrying capacity has been exceeded, which has led to negative environmental, economic, but above all social consequences, an acute conflict between the local population and tourists. Numerous demonstrations took place along the streets of Barcelona, anti-tourist posters were hung on the walls of buildings, there are cases of tourist "Luddism" - puncturing the tires of tour buses at the height of the season in the city. In 2010, a Strategic Plan for the

Development of Tourism in Barcelona was adopted up to 2020. It aims to create conditions under which tourism will better meet the needs of the city. The search for a solution was based on a deep understanding of the dialectics of urban and tourist development.

Analysis of tourism development strategies in these and other countries of the world testifies to their convergence. This is the manifestation of the processes of globalization. Tourist administrations and tourism businesses conduct constant monitoring, track the actions of competitors and their results, select the most effective approaches and tools for tourism management. "Inventing the wheel" today is too expensive. Rapprochement is also facilitated by the activities of international organizations, primarily the UNWTO, as well as regional international tourism organizations, such as the European Commission for Tourism. They summarize and disseminate best practices in various areas of tourism. For example, UNWTO has identified three global strategies: sustainable development of tourism; protection of the rights of minors in the field of tourism and the development of tourism accessible to everyone.

It is important to emphasize that marketing research is carried out using modern methodological apparatus. In particular, to develop development scenarios up to 2020, the macroeconomic model of Oxford Economics, the world leader in forecasting, was used. research and quantitative analysis. Of particular note is the global advertising campaign to create a positive image of the country in the long term. It used the slogan GREAT, based on a play on words in English. "Great Britain" is translated not only as Great Britain, but also as "Great Britain". And this GREAT in culture, nature, innovation, etc. serves as a powerful tourist attractor. The Barcelona Tourism Development Strategy sets out a new tourism development paradigm that seamlessly combines marketing, promotion and tourism destination management as key elements of the city's tourism policy. The principle of interdepartmental interaction and coordination is in the best way consistent with the concept of tourism included in the urban system, and corresponds to modern ideas about the complex nature of tourism activities. The integration model of tourism destination management based on it is innovative on an international scale.

Conclusion. To increase the competitiveness of the Russian Federation as a tourist destination in the global travel market, it is important to know the best world experience in the development and implementation of tourism development strategies. In the new textbook A.Yu. Alexandrova and E.V. Aigina "Strategies for the Development of Tourism in Countries and Regions of the World" examines in detail the strategic goal-setting, measures for the implementation of policy documents, mechanisms for state regulation of tourism activities and public-private partnerships in the field of tourism, the effectiveness of tourism policy. The textbook is recommended for students studying undergraduate and graduate programs, graduate students, university professors and researchers, as well as employees of tourism administrations and tourism businesses.

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