

PUBLIC-PRIVATE PARTNERSHIPS AS A TOOL FOR DEVELOPING THE TOURISM INDUSTRY

Saidmurodov Feruz Sodiqjon o'gli

Independent researcher, TSEU

Abstract: The article analyzes the world experience of using the mechanism of public-private partnership (PPP) in tourism, identifies the problems of its development in the Russian tourism industry.

Key words: tourism resources, tourism market, ecotourism, public-private partnership.

At the present stage of development of the world economic system, the tourism industry is one of the most highly profitable and fastest growing industries in the world economy. According to the World Tourism Organization (WTO), the receipts from the global tourism industry in 2009 amounted to 852 billion dollars (611 billion euros) [1]. Tourism accounts for about 10% of the world's gross domestic product, world investment, all jobs and world consumer spending. International tourism is one of the most dynamically developing sectors of the world economy. The average growth rate of tourism, according to the World Tourism and Travel Council (WTTC), is 7-9% per year, which is much higher than the average annual growth rate of the world economy as a whole [2].

World experience in the application of the public-private partnership mechanism in various sectors of the national economy indicates a high degree of effectiveness of this tool for socio-economic development. The need for state participation in the development of the tourism industry is due to the high level of costs and the long payback period in the construction and reconstruction of tourism infrastructure. In addition, commercial tourism enterprises are not interested in the development and implementation of national tourism advertising.

The main goal of public-private partnership is the development of infrastructure in the public interest by combining the resources and experience of each of the parties, the implementation of socially significant projects at the lowest cost and risk.

Public-private partnership is seen as a qualitatively new and effective way to attract investment. Public-private partnership projects are a special type of cooperation between the state and the business sector in order to implement long-term investment projects.

In the world practice of public-private partnership in the field of tourism, a huge number of examples of cooperation between the state and business structures have been accumulated. Conventionally, this cooperation can be divided into three main areas:

- 1) cooperation in the implementation of complex projects related to the need for significant investments in engineering infrastructure and communications (schemes of concession agreements, leasing or direct state financing of the infrastructure part of the project); 2) cooperation in the field of creating objects of tourist and entertainment infrastructure (using various tools to stimulate the private sector: benefits, taxes, loans, etc.); 3) cooperation in the field of marketing and promotion of the national tourism product (creation of National tourism administrations) (see table 1).

Table 1.

Examples of public-private partnerships in tourism in various countries

Country	PPP name	Characteristic
South Africa	Creation of objects of tourist infrastructure in national parks on a concession basis	Kruger National Park is one of the 14 largest national parks in the world. The national park is home to 250,000 animals of 147 species, 500 species of birds, 50 species of fish, 150 species of amphibians and reptiles. The infrastructure of the park includes: numerous campsites, lodges, airport, hospital, highways, car rental, shops, restaurants, ethnic complexes, golf, spa hotels, sports centers, etc. With the support of SAN Parks - state environmental protection agencies of South Africa - managed to increase the annual flow of tourists to South Africa by 6%, make the national park a "visiting card" and the main competitive advantage of South Africa as a tourist destination
France	Disneyland	Thanks to PPP, Disneyland Paris was built - a prime example of the development of recreational tourism and, as a result, the economic growth of the entire eastern part of the Parisian suburbs. Disneyland Resort Paris is located 32 km from Paris, in the city of Val d'Europe, is a copy of Disneyland in the USA. In 1989, a multilateral 30-year agreement was signed by the French government, Euro Disney (UK) and local authorities (5 municipalities and

		1 regional authority). The French government financed the construction of the park's infrastructure for \$400 million, built a trans-European rail express station at the entrance to the park, sold 1.9 thousand hectares of land to Walt Disney at the price of farmland, provided Walt Disney with a long-term loan for \$770 million. at preferential rates. The Walt Disney Company designed and built the park, invested \$100 million from its own funds, raised \$1 billion in bank loans at preferential rates
Tunisia	Tourism promotion	A Tourism Real Estate Agency has been set up to develop attractive conditions for private investors and attract them. A plan for changing legislation and improving the level of security has been developed and implemented. Introduction of tax and other incentives for developers. In the period 1987-2007. more than 230 million dollars were invested from the state budget in the construction of embankments, the improvement of beaches and parks, etc.

Source: compiled from data [3].

The most obvious example of an effective public-private partnership in the field of tourism is the example of Turkey. The success of Turkey as a developed tourist center lies in a competent state policy in the field of tourism. An active state policy in the field of tourism and hospitality development has made it possible to create a competitive national tourism product in a fairly short time frame.

The result of effective state intervention in the tourism industry has been the removal of legislative barriers to the active participation of the business sector. During the implementation of state programs for the development of tourism, the Turkish government adopted bills defining the legislative framework for various forms of concessions in the construction of highways, bridges, tunnels, airports, power facilities, etc. As a result of public-private partnership, 9 special economic zones were formed most favorable for the development of tourism.

As economic instruments that stimulate the active participation of business structures, the Turkish government has developed tax and other incentives for tourism developers. The main types of economic preferences include:

- preferential conditions for land lease for 49 years;
- preferential tariffs for gas, water, electricity;

- preferential rates on loans;
- cancellation of VAT for 5 years, cancellation of customs duties.

However, there are a number of infrastructural constraints that do not allow the full use of the tourist potential: during the high tourist season (due to which the city's population almost doubles), the city experiences difficulties with water supply, sanitation, wastewater treatment, etc. The existing engineering networks are largely worn out and cannot cope with the increasing loads. В результате государственно-частного партнерства были осуществлены следующие мероприятия, направленные на развитие туристской инфраструктуры города:

To overcome the current situation and to effectively use the public-private partnership tool, it is proposed to implement the following set of measures:

- creation of a legislative framework for the regulation of PPP in the field of tourism;
- development of long-term targeted federal programs for the development of the tourism industry, with a clearly defined PPP mechanism;
- providing targeted financing and state support for the most priority and promising business projects in the tourism industry;
- support for the protection of monuments of nature, culture and history within the framework of federal targeted programs;
- development and implementation of a large-scale national advertising campaign aimed at creating a positive tourist image of the Russian Federation;
- attraction of investments in the tourism industry;
- development of tourist infrastructure.

Effective cooperation between the state and business structures will reduce the costs of building tourism infrastructure, increase the investment attractiveness of the country, the share of foreign investment in the development of tourism infrastructure, form the image of Russia as a country attractive for the development of domestic and inbound tourism, and increase tourist flows. With the right symbiosis of state support and the tourism business, the Russian Federation can count on a positive growth in tourist flows, which in turn can give impetus to the development of other sectors of the national economy and the country's economy as a whole.

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