

ADVANCED FOREIGN METHODS OF ATTRACTING INVESTMENT IN THE FIELD OF TOURISM SERVICES

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Abstract

The article discusses advanced foreign methods of attracting investment in the field of tourism services. It is shown that the development of tourism infrastructure, improving the quality of service and the formation of a competitive destination directly depend on the effectiveness of investment policy. On the basis of scientific and educational literature, such mechanisms as public-private partnership, tax benefits, special tourist zones, cluster approach, digital promotion and territorial branding.

Keywords. Tourism, tourism services, investments, public-private partnership, tax incentives, tourism infrastructure, investment attractiveness, branding, cluster, digitalization.

Introduction

Tourism in the modern world economy is one of the most dynamically developing sectors of the service sector. Its importance is determined not only by the satisfaction of the recreational, cultural and business needs of the population, but also by the ability to generate employment, stimulate infrastructure development, expand the tax base and strengthen the investment activity of the regions. In this regard, attracting investment in the field of tourism services is of strategic importance for sustainable economic growth.

From a scientific and theoretical point of view, investments in tourism are the investment of financial, material, organizational and intellectual resources in accommodation, transport, food, entertainment, digital services and infrastructure in order to obtain an economic, social and image effect. The peculiarity of tourism services lies in their complex nature: the final product is formed as a combination of tangible and intangible components, and therefore requires a systematic investment approach.

One of the most effective foreign mechanisms is public-private partnership. This approach is widely used in the creation of resort areas, congress centers, cultural tourism facilities, theme parks, transport hubs and related service infrastructure. The scientific meaning of this tool is to



distribute risks, costs and benefits between the state and business, which makes it possible to accelerate the implementation of capital-intensive projects and increase their investment stability.

Tax and financial incentives play a significant role in foreign practice. In many countries, investors in tourism infrastructure are provided with tax holidays, reduced income tax rates, preferential lending, subsidies for engineering infrastructure and customs preferences for the import of equipment. From an economic point of view, such measures reduce the payback period of projects, reduce barriers to entry into the market and increase the attractiveness of long-term investments.

Another advanced method is the formation of special tourist zones and priority development areas. In such zones, as a rule, there is a simplified administrative regime, preferential taxation, accelerated connection to infrastructure, orderly land regulation and institutional support for the investor. Theoretically, this model is based on a cluster approach, in which the spatial concentration of tourism and related services provides a synergistic effect.

An important condition for attracting investment in tourism is territorial marketing and branding of destinations. International experience shows that the investor evaluates not only the financial performance of the project, but also the recognition of the territory, its business reputation, the stability of demand, the quality of digital presence and the presence of a favorable international image. Therefore, participation in international exhibitions, investment forums, the creation of investment portals and analytical reviews are becoming significant tools for investment promotion.

The current stage of development of world tourism is characterized by the active digitalization of investor support processes. Electronic platforms, maps of tourism assets, databases of ready-made projects, online consulting systems and digital investor accounts increase transparency, reduce transaction costs and speed up decision-making. For tourism services, where interterritorial competition is particularly high, digital openness is becoming one of the key factors of investment attractiveness.

A significant effect in foreign practice is provided by the cluster model of development. Combining hotels, restaurants, transport companies, leisure facilities, cultural institutions, educational organizations and local manufacturers into a single system increases the consistency of services and reduces investment risks. The cluster strengthens cooperative ties, forms a stable tourist flow and makes the territory more competitive for both tourists and investors.

An equally important factor is institutional reforms: transparent business rules, protection of property rights, clear licensing procedures, simplification of project registration and reduction of administrative barriers. International practice confirms that even the high natural and cultural potential of the territory in itself does not guarantee the inflow of investment if the business environment remains unstable or excessively bureaucratic.

In recent years, special attention has been paid to the sustainable development of tourism. Priority is given to investment projects focused on environmental safety, resource conservation, preservation of cultural heritage, involvement of the local population and the development of green infrastructure. This means that the modern model of attracting investment in tourism is



gradually moving from quantitative growth to qualitatively balanced and long-term development.

For Uzbekistan, the study of advanced foreign approaches is of great practical importance. The works of domestic scientists show that the development of tourism requires a comprehensive combination of infrastructure modernization, institutional support, improving the quality of service and an effective investment mechanism. Consequently, the adaptation of international experience should be carried out taking into account national characteristics, regional specialization and priorities of state policy.

Thus, advanced foreign methods of attracting investment in the field of tourism services are a set of organizational, economic, institutional, marketing and innovative tools. These include public-private partnerships, tax incentives, special tourist zones, branding of territories, digitalization of investor support, cluster approach and principles of sustainable development. Their scientifically based implementation allows to ensure the growth of the quality of tourism services, increase the competitiveness of destinations and the long-term development of the national economy.

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