
The Practice of Working with PR -Agents in the Field Of Tourism in Foreign Countries

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Abstract: The article covers a broader idea of working with PR-agents in the field of tourism, the formation of methodological guidelines for the regulation of this system, and the practice of working with PR-agents in the field of tourism in foreign countries. The scientific suggestions and recommendations obtained in the process of publishing the article can be used in the development of the tourism sector in our Republic and improvement of the practice of working with PR-agents in it.

Key words: COVID-19 pandemic, tourism infrastructure, PR agents, marketing, PR tools, external PR communications, brand management.

Introduction. Today, tourism is not only a rapidly developing industry, but also the main source of income in many countries. In the period after the COVID-19 pandemic at the world level, despite the economic problems related to foreign influences and the weakening of global production, as well as the economic problems associated with geopolitical instability, the rapid revival of tourism infrastructure, the increase in the volume of investment in tourism-related projects, recreation, ecotourism, health, As a result of the increase in the flow of tourists in areas such as tourism and business tourism, positive trends are observed in the world tourism barometer. World Trade and Tourism Council (WTTC) and according to the research conducted by Oxford Economics on the basic trends of the impact of tourism on the world economy in 2023 , despite the conjunctural fluctuations in the world markets, in March 2023, in 34 out of 185 countries in the world, the tourism industry contributed to the national gross domestic product Its contribution reached the level of 2019 , and by this year, the global tourism sector is forecast to reach 9.5 trillion dollars and increase by 23.4% compared to the figure of 2022 (7.7 trillion dollars). Tourism accounts for approximately 8% of the world economy, 7% of global investment, 1 in 16 jobs, 11% of global consumer spending, and 5% of all tax revenues. However, the contribution of tourism to the world gross domestic product remains lower by 23% compared to 2019 [1]. It is considered important to ensure the competitiveness of tourism in this country, and by analyzing this situation, it is important to forecast the prospects of tourism in the countries, to determine their advantages in the tourism market, and to determine the strategies aimed at promoting tourism.

Literature Review. In today's society, the pursuit of competitive advantage has become one of the main tasks of the organization to distinguish itself from its competitors. Examples include branding, corporate image, or corporate identity. These non-responsive capabilities of the organization must be communicated to the public, otherwise the organization risks low

recognition or total anonymity. The tourism industry can be characterized by its size and the intangible nature of the services and products offered. In addition, this industry is subject to fierce competition. As a result, effectively implemented PR in the organization's communication concept increases the credibility of the organization and its reputation in the long term, and successfully achieves the organization's goals [2].

A. Sudoruk, Nataliua V. Makovetska, Yevheniu H. Bortnukov (2021) in the article of the authors, in the context of the strategic development of modern enterprises of the tourism industry and hotel and restaurant business, the study of the modern means of increasing the market competitiveness of the enterprise, such as brand management, is considered. The history and basics of the brand management development process in Dunuo will be reviewed. The theoretical basis of the formation of the scientific idea about this type of marketing activity has been defined, as well as the views of local and foreign scientists regarding the implementation of this tool in the activity of enterprises have been reviewed.

According to the author, it is impossible to promote the brand in the market of tourist and hotel and restaurant services without the use of marketing communications. Concepts of "Advertising" and "Public relations", as well as their basic forms in the process of promoting the brand in the market of tourism and hotel and restaurant services. The article emphasizes that brand and PR management is the basis of the enterprise, which allows to manage its image through brand management, as well as to create competitive advantages, strengthen competitiveness and achieve stability in the tourism and hotel and restaurant markets [3].

Raquel Pazini, D. Braga, J. Gândara conducted in-depth interviews with eight main travel agencies active in this market in order to assess the relevance of PR to the reality of the inbound tourism market in a descriptive and descriptive study. The results are based on six indicators (solving, understanding, learning, responsibility, fun and collaboration) related to the creativity, innovation, experience and emotion dimensions of the product offering. was analyzed.

This work is the result of an exploratory and descriptive study based on an extensive literature review on the topic of tour guides and their involvement in the provision of services by inbound tourism agencies. To assess the reality of the PR tourism market, in-depth interviews were conducted with managers and owners of eight leading travel agencies in this market in Curitiba. The results are based on six indicators (conformity, understanding, learning, responsibility, fun and collaboration) related to the creativity, innovation, experience and emotion dimensions of product offering. was analyzed. They show that managers understand the important role of tourism in the success of their business, and that this specialist must have specific skills and characteristics to fulfill his role, which allows the tourist to have a varied and quality experience. [4].

The tourism sector is a labor-intensive sector, and the fact that automation is less likely than in other sectors increases the need for labor in this sector. When developed countries in the field of tourism are studied, it is seen that the factors that make these countries interesting and attractive are not only their financial resources, capital, history and natural resources, but also the people and organizations that evaluate them [5]. Accordingly, the human element, especially the supply side, is of great importance in terms of developing the tourism industry in the country. For example, if there are persons who do not have the necessary qualifications, from the highest level manager to the lowest level employees, no matter how modern and high-quality the business is, it is impossible to develop and operate effectively. hotel investments. This situation applies not only to the hotel business, but also to all enterprises directly or indirectly related to the tourism sector [6].

This feature of the tourism sector, especially in developing countries, has played an important role in increasing the number of jobs and thus employment through the development of this sector. For example, the development of tourism in the country leads to an increase in structural investments and foreign exchange earnings, which significantly increases job opportunities [7]. Human capital appears as a fundamental variable in the process of production of services in the field of tourism.

Higher quality of human capital also leads to higher quality of service.

In general, three types of employment in the tourism industry are accepted: direct, indirect and induced employment [8].

a) Direct employment: These are the jobs that come from and depend on the tourism sector. This group includes jobs in lodging, food and beverage operations, souvenir shops, bars, travel agencies, transportation companies, and tourism organizations.

b) Indirect employment: This is the employment generated by the tourism industry as a result of providing the necessary goods and services, otherwise feeding the network.

c) Stimulated employment: this is the additional employment created in the economy as a result of the multiplier effect of tourism as a result of the spending of direct and indirect employment income.

Research methodology. When conducting research, comparison, comparison, induction, deduction, positivism, econometric analysis and other methods are used. We rely on the paradigm of positivism because scientific research work is quantitative, objective, and scientific in nature.

Analysis and results. PR management can be called the "face" of the country and the "bridge" of mutually beneficial cooperation. PR in tourism consists of a number of interconnected parts. These are, firstly, systematic analysis, development of strategic plans and conducting marketing research, secondly, development of programs and plans, secondly, establishing effective interaction with consumers, fourthly, identifying various sources of fake information. and elimination.

PR activity in this field can be divided into several areas. That is, brand advertising (this is characteristic of international tourism operators, including hotels), wide promotion of tourism services, formation of the country's reputation and reputation, development and promotion of the tourism industry of individual regions of the country [9].

PR has the following goals:

- establishment of two-way communication between organizations offering tourist products and target audiences, as well as mass media, in order to identify common ideas and common interests;
- achieving mutual understanding based on truth, knowledge and full understanding;
- establishment of mutual understanding and trusting relations between the tourist enterprise and the population;
- ensuring the popularity of the company;
- creating and maintaining the image of the company;
- promotion of tourist products and tourism in general;
- rejection of corrupted and inappropriate information;
- ensuring support from different target audiences.

The analysis of the performances of the last ten years indicates that the tourism sector has become one of the important factors in creating new jobs. As of January 1, 2022 , the number of people employed in the tourism sector will exceed 315 million people, and every tenth job in the world labor market will be in the tourism sector. The number of jobs in the tourism sector is growing 1.5 times faster than in other sectors of the economy. Every fourth job created in the last 3 cities belongs to the tourism sector.

Also, according to the World Trade and Tourism Council (WTTC) [10], in 2019 , the tourism sector grew by 3.5%, its share in the world economy totaled 8.9 trillion dollars and 10.3% of the world GDP. organized. By March 2023, 34 of the 185 countries in the world have reached this level.

The experience of countries such as Egypt, Turkey and Cyprus can be considered exemplary in the development of PR activities in the field of tourism.

Turkey managed to improve its image in 2,000 houses by providing financing for 10 million dollars. It should be noted that for a long time, Turkey has focused on direct advertising to attract tourists due to the low cost of comfortable vacations, as well as the lack of visa requirements. Therefore, the Turkish tourism industry has paid special attention to PR activities. Primarily based on the mass media, they gradually developed the activities of potential sponsors and sponsorship agencies.

In addition, Turkish tourism is one of the first to hire a professional PR agency to develop its campaign strategy and tactics.

Developing programs for visiting cultural and historical monuments was also his goal. For the first time, Turkey began to be perceived not only as a country of so-called "beaches", but also as a country with a rich culture and history. These topics are always found in the speeches of Turkish representatives in both general and specialized mass media.

As for other PR methods, the employees of travel agencies of the Department of Tourism actively organize these educational trips, and these are the cheapest but convenient trips.

Cyprus traditionally competes with Turkey in the field of tourism as they are countries with similar climate, culture, history and visa requirements. One of the main slogans of this country's PR campaign is: "Cyprus is the island of Aphrodite." Cyprus generally tries to project the image of a quiet, stable country with a rich history and past, a pleasant climate, and convenient recreational opportunities.

As a result, we can say that Cyprus and Turkey are in constant competition, and Turkey is winning despite all the efforts of Cyprus.

PR in tourism can be divided into two directions: PR in destinations as an activity to attract tourists, and PR in tourism agencies as a way to build a customer base.

Countries that are traditionally visited, such as France and Italy, are advertised directly. From the point of view of analyzing PR activity, on the one hand, countries whose economy depends on tourism are of great interest. This group includes Turkey, Egypt and Cyprus. In addition to advertising, these countries are also interested in conducting various PR campaigns. Often, these countries rely on newspaper and magazine articles and special television programs to attract attention. For example, Turkiua's experience is interesting. When some target audience began to form a negative image of Turkey, the CapitoHne/MS&L PR agency, commissioned by the Turkish Tourism Authority, formed a whole system of measures to promote this perception. All mass media will be contacted, a documentary film will be shown about Turkey's highlights, an educational and entertainment radio program will be launched, and prizes and giveaways will be distributed. The result of this PR campaign will affect the number of positive reviews. Nowadays, Turkey is perceived not as a tourist destination, but as a country with a rich history and cultural past.

PR -campaigns in tourism is the activity of tourist enterprises to attract customers.

PR in tourism was R. Kroc, who, together with the MsDonald brothers, expanded the MsDonald restaurant chain. Kroc correctly assessed the importance of developing public relations (PR). Because of this, MsDonald often participated in hauriua events that were mentioned in local newspapers. As a result, the restaurant gained a good reputation, which affected the flow of customers.

The first model envisages the existence of a powerful and influential independent ministry that embodies greater control over the management of tourism by the state.

In the second model, the state administration includes a multifaceted ministry of national tourism policy, usually "economic development", as part of its structure.

This model describes the establishment of multi-functional ministries or independent specialized structures directly managed by the government - national tourism offices.

The fourth model is distinguished by the absence of a central executive authority, and promotes the principle of market regulation and self-regulation.

Figure 1. State promotion and management of the activity of PR-agencies models

The main link in the organization and implementation of the tourism policy is the national tourist administrations, the success or failure of the country's tourism policy depends on its activities and actions. Currently, there are 4 models of state promotion and management of the activity of PR agencies (Fig. 1).

The first model envisages the existence of a powerful and influential independent ministry that embodies relatively more control over the tourism management sector by the state. This model is widely used in well-developed countries for receiving tourists (Turkey, Greece, Tunisia, Mexico, etc.). According to the analysis, this model is very effective, but its practical application requires the implementation of such requirements. First of all, the countries where this model is used spend millions from their budgets on advertising and marketing, invest in tourist infrastructure.

This model is also called "Latin American" because it is more common in South and Central America. Independent tourism ministries exist in 15 of the 35 countries in the Americas, including: Barbados, Haiti, Grenada, Dominican Republic, Cuba, Saint Vincent and the Grenadines, Jamaica ("Caribbean"), Belize, Honduras, El Salvador ("Central America"). territory), Venezuela, Brazil, Paraguay, Ecuador (South American territory) and Mexico. In the case of African countries, there are 11 countries included in the first model, and they are mainly located in Western (Bukina Faso, Ghana, Côte d'Ivoire, Togo) and Central Africa (Cameroon, Chad, Democratic Republic of Congo).

5 out of 13 countries in the Middle East are examples: Egypt, Yemen, Lebanon, Oman, Syria. The Ministry of Tourism of the Asia-Pacific region is present in the Southeast (Cambodia, Malawi) and South Asia (India, Maldives, Pakistan), as well as Oceania (New Zealand, Fiji), which is a total of 7 countries.

In European countries, the first model is not so widespread. Only 3 countries: Croatia, Israel and Montenegro have a Ministry of Tourism.

In the second model, the state administration includes a multifaceted ministry of national tourism policy, usually "economic development", as part of its structure. In Spain, questions related to tourism are controlled by the Ministry of Economy (through the State Secretariat for Sales, Tourism and Personal Business). In France, at the level of the executive administration of tourism, the Ministry of Transport and Public Works is under the authority of the Ministry of Tourism, and its structure includes the State Secretariat for Tourism and Tourism Management. In Italy, the tourism department is part of the Ministry of Production, primarily under the Cabinet of Ministers.

Macro-regionally, this model is more common in African countries. Despite the fact that the tourist flow in these countries is high, African countries serve very little services compared to their

existing potential. In many cases, the state does not have a sufficiently developed material and technical basis for the implementation of tourism, it is not possible to hire qualified tourism business specialists, and they could not provide high-quality services to tourists.

Despite the fact that foreign trade is one of the main sources of foreign currency for African countries, the state's economy and underdevelopment forces them not to be independent, but to make tourism a joint ministry with other areas of great importance for socio-economic development. Some of the 32 countries of this continent have launched joint ministries combining tourism with financial sectors.

Currently, the Southern, Central and Eastern European countries with well-developed second model infrastructure are typical of this, attracting investment to the tourist industry, moving the national tourist product on the world market are important tasks of the national tourist organizations of these countries.

Among the European countries, the most unemployment sectors combined with tourism are cultural (Azerbaijan, Andorra, Greece, Turkey, Ukraine) and sports (Russian Federation, Belarus, Kazakhstan, Poland, San Marino). Only 6 European countries have combined ministries of tourism and finance: Spain, Iceland, Luxembourg, Bulgaria, Romania and Cyprus.

In America, the second model is widespread in the "Caribbean" regions (Bahamas, St. Louis, Dominica), where tourism operates under a common ministry with civil aviation, while South America (Argentina, Colombia, Guyana, Peru), Suriname) tourism activity is combined with trade, communication, industry and other sectors.

The second model represents various countries in the Asia-Pacific region - developing (Bangladesh, Afghanistan, Myanmar, Vietnam, Vanuatu, Kiribati, Palau), industrialized (Indonesia, Thailand, Republic of Korea) and already highly developed (Japan). countries recognized as Currently, Japan has moved from this model to the second, and the executive government under the name of "Land, infrastructure, transport and tourism" is a ministry that expands the influence of the state in the development of foreign tourism and providing the necessary support to it.

Among the countries of the Middle East, only Jordan and Iraq have chosen the second model, and they have created a joint ministry of tourism and tourism, which shows the history and orientation of tourism there.

Thus, the second model of state management of the tourism sector is typical for both developing countries and developed countries, which have a transition economy and, in rare cases, a great deal of attention is paid to tourism. It can be concluded that the second model has the following characteristics:

- Describing tourism as an important tool for the development of the country's economy and culture;
- Achieving a balance in the development of tourism and other financial sectors and non-productive sectors;
- Distribution of specific tasks between the center and the tourist administration of the region;
- Extensive promotion of the country as a popular tourist destination aimed at foreign tourist markets.

This model describes the establishment of multi-functional ministries or independent specialized structures directly managed by the government - national tourism offices. It is worth noting that this model is widespread in European macro-regions, and in 21 countries the tourism sector has been included in the multi-sectoral ministry. For example, the Ministry of Economic Affairs (Switzerland, Germany, Denmark, Finland, Austria, France, Monaco, Portugal, Serbia, Macedonia, Slovakia, Slovenia, Latvia, Lithuania, Estonia, Georgia, Armenia), the Ministry of Industry and Trade (Norway, Sweden), Ministry of Regional Development (Czech Republic) and

Ministry of Culture, Media and Sports (UK). In the rest of the countries, they are organized in the form of national tourist administrations under the state government (Vatican, Hungary, Moldova, Italy, Liechtenstein, Malta, Netherlands, Tajikistan, Turkmenistan, Uzbekistan).

On the African continent, there are very few independent national tourist boards that are only managed by the state. The National Tourism Authority is a multi-sectoral ministry in the Republic of South Africa and Round, and a government agency has been established in Mozambique.

This model is used in the American macro-region, the Middle East and the Asian-Tinshokeani region, in countries at different stages of economic development - from European countries (USA, Canada, Hong Kong) to those that do not have a great influence in international economic relations, but tourism is an integral part of the economy and Islands (Samoa, Federated States of Micronesia, etc.) were chosen as an important part of the country, where national tourism authorities are given broad powers to perform their duties.

Thus, this model of state management is typical of the countries under the jurisdiction of the Ministry of Tourism Economy, which once again shows the important place of the tourism industry in the economy.

Features of this model of state regulation of the tourism sector are as follows:

- to engage in tourism activities in a specific area of the economy;
- active search for opportunities to coordinate business interests of the state and the center and region;
- to have an independent decision-making national tourist board;
- division of the National Tourist Board (MTB) into 2 specific structures - "management" and "marketing". The management powers of MTB include the basic functions of state administration (creating the legal and regulatory framework, reviewing statistical data, conducting scientific research, coordinating the activities of regions, inter-national cooperation at the state level). The marketing department's powers include creating an attractive touristic image of the country abroad, conducting advertising and marketing research, and participating in interstate exhibitions.
- In economically developed countries, it is generally observed that the central executive authority itself is decreasing, which leads to the reduction of state expenses and, at the same time, the development of tourism. As a result, the marketing structure of MTB is formed on the basis of mixed ownership, and it achieves the implementation of its tasks in the form of an active body with the funds of the state budget and the private sector of the economy.

The fourth model is distinguished by the absence of a central executive authority, and promotes the principle of market regulation and self-regulation. Currently, this governance model is typical of 14 countries in the world: Belgium and Kyrgyzstan, Democratic People's Republic of Korea, Timor-Leste, Nauru, Solomon Islands, Tonga, Tuvalu, Guinea-Bissau, Congo, Central African Republic, Sao Tome and Principe. Principe, Somalia (Africa), Kuwait (Middle East).

According to the results of the analysis of the economy of the selected countries, this model includes the countries with the highest GDP per capita (Belgium, Kuwait) and the countries that occupy the last places in this indicator. Therefore, the absence of a central tourist administration in the states can be interpreted differently.

Table 1. The distribution of models of state management of the tourism sector throughout the world's macro-regions [11]

Models		Number of countries in Dunuo's macro-regions					Total countries	
		Europe	America	Asia-Pacific region	Africa	Middle East		
First (Independent Ministry of Tourism)		3	15	7	11	5	41	
Second	Unification of the Ministry of Tourism and Production	6	8	6	16	-	36	78
	Unification of the Ministry of Tourism and Non-Industrial Sectors	13	3	8	16	2	42	
Third	Multidisciplinary national tourist offices	21	5	3	2	1	32	60
	State-run national tourist offices	10	4	9	1	4	28	
Fourth (there is no central executive body in the field of tourism)		2	-	6	5	1	14	
Total countries		55	35	39	51	13	193	

First, the fourth model is chosen by countries that prefer to independently solve the problem of tourism development at the regional level, or through industrial entities based on the principle of the market economy. This attitude is effective in developed countries where there are various specialized and different size private tourism organizations. It is important that the general and touristic infrastructure is at a high level, that the system that ensures the safety of tourists is active, and that the banking, insurance, and medical services are well established.

At the same time, it is important that the country should be attractive in all aspects and that its tourism product should not be widely advertised in the world market. In this situation, it is possible to manage and develop the tourism sector even without separate state management bodies. However, most countries did not take advantage of this opportunity.

Second, the fourth model is typical of countries that have not paid enough attention to the development of tourism, and are in unstable situations and similar situations. In economically developed countries, state regulation of the tourism sector may be minimal.

Developing a positive image of an organization, person or product (service) is one of the urgent problems in the modern economy. Currently, tourists make a decision when choosing a hotel, resort or airline when choosing travel packages. In this regard, the activities of the PR-agencies of the country are focused on the needs of tourists.

The reputation of the company and its image is the first priority of the PR agents in the tourism business, and its formation and support is the responsibility of the public relations department. Through digital technologies, the goals and tasks of PR-agencies are increasingly expanding, and they are also covering tourist areas.

The experience of a number of foreign and CIS countries shows that the activity of PR agents is a successful way to develop the tourism sector, and their state support serves the development of the sector. According to Article 3, Clause 2 of the Law of the Kyrgyz Republic dated March 25, 1999 No. 34 "On Tourism", the development of tourism is a priority branch of the country's economy. The state policy envisages the creation of favorable conditions for the activity in the field of tourism. In particular, expanding the activity of PR agencies has a positive effect on increasing the number of tourists to the country.

Conclusion. In our opinion, improving the organization and economic mechanism of the state's tourism sector, it is necessary to activate the activity of its support in several directions. For this purpose, we propose the following mechanism to ensure the integration of higher education, science and production in the training of highly qualified personnel in the field of tourism. The proposed mechanism for ensuring the integration of higher education, science and production of the system of training highly qualified personnel in the field of tourism, the development of state partnership with higher educational institutions in the field of tourism, the education of higher educational institutions in the field of tourism based on international standards in tourism. implementation of advanced standards, improvement of the results of higher education science, innovation and research in the field of tourism, attraction of foreign investments, development of complex measures for students who have received education in the field of tourism, education in the field of tourism We believe that the strengthening of mutual cooperation between scientific research institutes and production enterprises, and the development of social infrastructure in higher education institutions in the field of tourism will make it possible to implement large-scale activities. This is reflected in our practical recommendations below:

In the course of our research, we made the following practical suggestions based on the mechanism of ensuring the integration of higher education, science and production in the system of training of highly qualified personnel in the field of tourism:

First of all, the state's system of training highly qualified personnel in the field of tourism is the basis for ensuring the integration of higher education, science and production;

Secondly, in the development and implementation of innovative projects in other sectors of the economy related to the tourism sector, it mobilizes the means of funding, using grants, subsidies and investments;

Therefore, it allows to improve the organizational and economic mechanism of training highly qualified personnel in the field of tourism.

In our opinion, it is necessary to develop public-private partnership in this field as one of the important directions of development of the industry and increasing the effectiveness of the investment resources involved in the development and support of tourism. In a broad sense, this partnership can be interpreted as a right and a mechanism for coordinating the interests of the state and the private sector and ensuring that they act in a mutually dependent manner [12]. Establishing mutual cooperation between state bodies and business serves as one of the effective means of combining their capabilities in performing tasks important from the point of view of social development .

We also benefit from the advanced experience of the public-private partnership in the field of tourism, which started much earlier abroad and gave good results in practice. we need to be fed up. Ensuring the integration of higher education, science and production in the tourism industry has become an objective necessity today.

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