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**The role of Indian tourists in  
Azerbaijani industry and future  
prospects**

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# Abstract

In recent years, the state policy directed to the development of the non-oil sector in our country has contributed to the creation of the new tourism sector, the tourism sector. Advertising and presentation of Azerbaijan in connection with the victory of our country in the Eurovision Song Contest in 2011 was quite wide. From now on our country has begun a large flow of tourists. In the previous period only tourists from neighboring countries came to our country, but at the next stage there was a flow of tourists from Europeans and neighboring countries. Correspondingly, the first European Games in 2015 and the Islamic Solidarity Games in 2017 became a new stage in terms of our country's recognition. The main question here is that although marketing measures are being carried out for the development of tourism in our country, are we ready for it as a country? How is tourism development in Azerbaijan going and what measures are being taken for this? What can we do to promote our country?

Additionally, Indian tourists who have started to move to our country in 2018 are a potential tourism market for Azerbaijan. What measures should be taken to make this flow sustainable? What are the features of Indian tourists and what are the features of the service for them? We will touch upon these issues in our scientific work and we will find the answers together.

# I Chapter: The travel industry item and its substance

## 1. Introduction about Tourism

The tourism sector is still a sector that has been intensively attracted by both developed and developing countries from the past to the present. The most important reason for this is that it is one of the fastest growing sectors in the world. This situation has highlighted the contribution of the tourism sector to the economies of the country and caused the World Tourism Organization to take a share in the amount of its tourism supply potential and to increase its share of tourism supply by the effect of the estimate that the world tourism income will be 2 trillion dollars in 2020. By developing the tourism sector, the target may vary according to the level of development of the countries. Developed countries are developing or underdeveloped countries while trying to benefit from the income impact of the tourism sector and they want to benefit from the power of creating this sector's foreign exchange earning and creating new employment opportunities. As the exportation of the developing countries depends to a great extent on the imports of intermediate and investment goods, the tourism sector is considered as an important aid in obtaining the foreign exchange required for this import. Moreover, the most important problems of developing countries are the problem of unemployment. It is a fact that the tourism sector has important effects in solving this problem. It takes its power as a sector that produces labor-intensive services. Very rich tourism supply has the potential to contribute to Turkey, especially at the point of the unemployment problem in the solution increases the importance of the tourism sector. With this study, it is aimed to create awareness about the use of tourism sector in the solution

of the problem of unemployment, which is more pronounced after the 2008 economic crisis. The structural features of the tourism sector differentiate it from other sectors in terms of employment creation potential. In addition to the use of autonomous computer systems and mechanization in the tourism sector, the use of technological innovations is very limited. Therefore, this limitation significantly reduces the labor saving effect of technological advances. In addition, investments are being made for accommodation facilities that play the most effective role in creating direct employment, and this leads to indirect employment opportunities through direct and stretched connections of investments that increase direct employment. In addition, depending on the development of the people of tourism revenues increased expenditure resulting from induced employment in the tourism sector, especially considering the economic impact that has become perhaps the most important contribution in terms of Turkey is the employment effects. However, almost half of the workforce employed in the tourism sector works without insurance, so only estimates can be made by using the Social Security Institution data.

## **2. Tourism concept and historical development**

People are separated from their permanent places temporarily and go to other countries or regions and meet their psychological and socio-cultural needs such as traveling-seeing, resting, having fun and learning. This event, which has a wide range of economic effects and is named as tourism, constitutes a basic feature of today's civilization. Tourism originates from the Latin word *ini tornus makta* and refers to the movement of people around an axis. From here, English, French and German “tour”, such as back again, in the common languages of the world has passed that some of the people in the circular movement, business or recreational

purposes to return to express their return. A definition about tourism is as follows: "tourism is the travel and temporary accommodation movements made to meet the needs of vacation, rest, entertainment as a consumer, except for the place which is continuously living. In another definition, tourism is defined as belli human activity that is directed towards a particular destination based on a place of leisure or business. The tourist who performs various tourism activities is defined as tourists.

The main characteristics of the tourist are as follows:

- The tourist is the determinant of tourism and tourism movement.
- A tourist is a person who travels for non-commercial reasons, such as religion, family relations, health, recreation, recreation or leisure time without a permanent settlement.
  - Scientific, administrative, diplomatic, religious, sporting reasons, or those traveling to participate in such meetings are also considered tourists.
  - The tourist is the person whose psychological goal is psychological satisfaction and is considered to be an economic consumer during his / her journey.
  - For a country study, settlement, long-term education departures and transit passengers are not considered tourists. At least one a night stay for tourists it is considered.

At the beginning of the tourism event, the first to find and use the wheel, the money and the wheel were given to the Sumerians. It can be carried until 4000 years. It can be said that the Finnish people were the first travelers in this sense. Again BC Egypt was one of the countries that attracted the attention of the travelers because of the pyramids and temples in 3000 years. In the ancient Egypt

and Babylon kingdom, it is known that the roads and the gardens were built in order to provide accommodation and rest for the travelers. Visiting countries or neighboring regions with the purpose of trading in ancient times is also considered as a tourism activity. The lack of regular and abundant number of highways at that time caused remote voyages to be made by sea. In addition, in the ancient Greeks, the Olympics revealed the opportunity to travel and those who left for the Olympics, pioneered tourism by staying in towns. A.D. In the period from 395 to the conquest of Istanbul, there has been a stagnation in pleasure, entertainment and health tourism, while religious travels have increased due to the spread of Christianity and Islam. Therefore, it is observed that tourism in general is mainly in four main groups as economic, belief, health and sports. One of the famous travelers of the Middle Ages, Marco Polo, passing through Iran and Iran to Pamir Plateau, and beyond the Gobi Desert reached China, from here to Java, Sumatra and India, the trip has returned to Italy. Ibn-i Batuta, one of the travelers of the same period, went back to Makka from Tangier, where he traveled through Arabia and Middle East to Anatolia via Samarkand and then to Ceylon and Sumatra. From the conquest of Constantinople (1453) to the French Revolution (1789), especially in the Byzantine period, the Roman scholarship to Rome and the teaching of the Greek to the Romans gave rise to the sympathy of the ancient culture. This situation led to an increase in travel to see the ancient monuments in Rome. Thus, travels for cultural purposes started to increase. Such trips can be considered as cultural tourism. In 1492, the Portuguese sailor Vasco de Gama arrived in India with a ship, and the other one was a Portuguese sailor, Magellan started his World tour at 1519. The bourgeoisie and the rich as a result of the social, political and economic changes that started with the French Revolution have severely affected the tourism movement at that time by traveling to distant countries. However, the main factor driving tourism activities in this



period has been the developments in transportation technology. The invention of steam ships and locomotives and the rapid development of the automobile industry in the following years led to the rapid progress of tourism. The first organized tour is Thomas Cook, who organized a tour between Letter-Loughborough with a train of 1 shile to watch the horse race in 1841, bringing up 570 people and revealing the first concept of train organized tour. It was accepted as the beginning of modern tourism between 1918-1920, just after the World War I. In this period, tourism, hotels, motels, transportation vehicles and roads, beaches, entertainment and sports areas, accommodation facilities and has become a large sector with all infrastructure. Today, technological advances, improvements in life standards, freedom of travel brought by globalization and the number of people participating in tourism activities have increased rapidly. As a result of this, the tourism sector became one of the fastest growing sectors in the world. World tourism has increased by 60% in the 1980 - 90 period and by 52% in the 1990 - 2000 period. In numerical terms, the number of tourists, which was 280 million in 1980, reached 698 million in 2000. This figure increased to 903 million in 2007, to 922 million in 2008, and declined to 880 million in 2009. As can be seen from the figures, although the tourism sector has been growing at a great pace, it has continued its growth trend in general in some periods due to both terrorism and economic conjuncture. As an indication of this, the World Tourism Organization predicts that in 2020, 1600 million tourists would participate in tourism activities and the economic result would be 2 trillion US dollars. In this respect, it is not wrong to expect that the tourism sector, which is expected to be the scene of new developments, will be one of the fastest growing sectors in the coming period. In addition to the emergence of many different areas within the tourism supply, there are serious developments in the existing touristic activities. The sea, sand, sun tour trilogy, which constitutes the most important

part of tourism until recent years, gradually loses its popularity, and culture and history tourism is developing especially in the field of health tourism and it is getting more and more demand.

### **3. The concept of employment and tourism sector**

The term employment is used in two terms, one narrow and the other in economic science. In general, employment refers to the use of all production factors in an economy. If all of the production factors used in an economy are used, that economy has reached the maximum production level, which is called "full employment, national income level". However; If one or more of the production factors are not used, then the level of under-employment national income level is in question. When it comes to employment in the narrowest sense, only labor and its participation in production comes to mind. The equilibrium of the economy in underemployment means that some of the production factors remain idle. If expressed in the narrow sense of employment, there will be unemployment at varying rates of labor at each level of employment under full employment. From this point of view, the level of employment of the economy, which can be used as the main indicator in the distinction between developed economies and developing economies, will reveal the fact that unemployment in developed countries is lower than in developing countries. The main objective of developing countries is to transform their countries into an industrial society and to realize their economic development. However, one of the problems faced in this area is that industrialization is not sufficient to solve the employment problem due to technological development in the developing countries. In other

words, due to the labor saving characteristics of technical advances, employment cannot be greatly increased and accordingly the unemployment problem cannot be solved satisfactorily. In addition to the monetary effects of tourism, the most important of the real effects created by the economy is the employment effect arising from the labor-intensive production technique. For this reason, the tourism sector affects total employment in the country as it contributes directly to employment and provides indirect employment opportunities to other sectors that provide input to this sector. The majority of the activities shown in the tourism sector are generally labor-intensive because of their service-weighted activities, the demanded workforce is either qualified or unqualified, and that such workforce is abundant in developing countries or most of the regions in which the economy is deteriorating. increases the contribution. For example, according to a calculation made for the USA, one night stay of 100 tourists in 1 day, 47 new jobs a year, 6 new facilities, sufficient tax revenue for 45 children to read and millions of dollars of business volume will be revealed. In addition, there are many sectors such as accommodation, transportation, entertainment, travel agencies, management, financing and health which are directly affected by tourism sector. It also affects indirectly other sectors such as the construction sector and agriculture and manufacturing. Therefore, it is difficult to clearly determine the effect of the tourism sector on employment. In parallel with the development of tourism, the increasing employment effect creates three different jobs, generally direct, indirect and stimulated. They are:

- **Direct Employment** - tourism, such as accommodation, catering, transport companies, travel agencies and tour operators, includes direct employment.

- **Indirect Employment** - The activities of the tourism sector, which provide the products and services needed by the tourism sector, and the activities of the tourists, are within the scope of indirect employment. The sectors such as agricultural fishery, construction, handicrafts, banks and manufacturing sectors are the sectors where new employment opportunities are provided with the development of tourism.

- **Evoked Employment** - is employment that includes additional employment created in the economy through the expenditure of direct and indirect employment.

It has a large share in the gross domestic product of many countries and is competing with oil production and car industry. Tourism also has a strong impact on the employment of the population. The original tourism product can also be created in our country, which boasts of its rich national-cultural heritage, historical monuments, forests and beaches. Employment of one out of every eight workers around the world in the tourism sector is also considered to be one of the advantages of tourism with high labor and high wages. In this regard, tourism can be used as a powerful tool for reducing poverty and preventing displacement of populations, especially in remote villages. In this way it or she removed out of the employment opportunities that the tourism sector is particularly important for the countries that are confronted with problems such as unemployment Azerbaijan. According to the employment ratios of the population in Azerbaijan (Table 1), we can see that the largest indicator is rural farming. Thus, the main employment area of the population living in the regions is agriculture. Accordingly, education, trade and public administration and defense, social security are listed in other places.

**Table 1**

<b>Types of economic activities</b>	<b>2017</b>
Total Economy	100.0
Agriculture	36.4
Mining industry	0.8
Processing industry	5.2
Energy industry	0.6
Water supply, wastewater treatment	0.6
Construction	7.2
Trade; repair of vehicles	14.6
Transportation and storage	4.2
Tourism industry	1.5
Finance and Insurance service	0.6
Real Estate Operations	1.8
Profession, scientific and technical activities	1.5
Public administration and defense; social security	5.9
Education	7.8
Health and social services to the population	3.9
Leisure activities, entertainment and art	1.7
Others	3.2

As the tourism industry began to develop in our country since 2011, we will see that annual growth is observed in the statistics(Table 2).

**Table 2**

<b>Types of economic activities</b>	<b>2005</b>	<b>2010</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Tourism industry	0.6	1.1	1.1	1.2	1.3	1.4	1.5

As we have seen in the table, the share of tourism in tourism in the early 2000s is quite small. However, the measures taken since 2011 have begun to justify its outcome since 2013. Therefore, there has been an increase in the number of population operating in the tourism sector. We know that where the demand is already in place, the offer also starts to increase automatically. Increasing the interest of foreign tourists to Azerbaijan increases the demand level, which, naturally, shows its effectiveness in the supply increase.

## **II Chapter: Tourism product and its essence.**

### **1. Tourism product and service methods.**

Tourism products and services are a complex or complex of services to tourists. This includes tourists transportation, accommodation, dining services,

excursions as well as guide (interpreter) services and other services, depending on the purpose of the visit. Tourism does not, in principle, differ from other areas of activity due to its characteristics. Therefore, the main provisions of marketing Tourism also differs from the sale of goods and services according to its characteristics. Marketing concept in the production of goods is of a specific nature. In tourism, this concept is of a different nature and character. Marketing in tourism results in the production and sale of tourist goods and services. The product is a variety of services rendered by tourists and paid by tourists. These types of services include nutrition, accommodation, entertainment, excursion and so on. The two types of tourism products are widespread: tourism in the narrow context and tourism product in a broader sense. In the context of the tourism product, it is understood as a specific service, ie a hotel or a separate transport service. In a broad sense, tourism is a complex approach. This type of touristic approach assumes that all the services are collected in a "package" and all the services provided in the tourist package pay the same price as the cost of a tour packet (touristic trip).

There are many features that distinguish tourist products from others:

- Complex ingredients and products produced by them are linked to complex relationships. Tourism product is flexible in terms of revenue and product price.
- The peculiarity of tourism is that the same tourist center serves the same tourist trip at different levels (depending on the season, depending on the nature of other tourists in the group, depending on the behavior of the staff and other factors).

The tourism product is created as a result of the tremendous work of various enterprises in a broad sense. Each organization has its own style of work, its

characteristics and its own interests. If there is a small amount of mistake or fault, there is no high level of service. Because the service to tourists depends on such small items. Specific features of the touristic services are:

- The tourist service itself does not exist until it has been shown to the customer, meaning that the product is only served when it is served. Although the services are provided simultaneously, it does not allow comparing the quality of the services of the two companies that compete with each other.
- The inevitable result of production and consumption breakdown is service quality variability. Quality of service depends largely on where, when and by whom. In most cases, the provision of services requires skill and knowledge that can be difficult to understand and evaluate by customers. Expected uncertainty of the service the buyer is extremely uncomfortable, so the buyer is obliged to go to the service provider.
- Whether they are multifaceted, they all have some common features. These are their inexperience, uncertainty of production and consumption, variability of quality, and inability to maintain. The incompetence of services means that it can not be pre-made, seen, tested, and acquired. Continuity of production means that service This is a feature that separates tourist services from the sale of goods.

The services of the tourism product can be classified as follows:



- Transport services - included air transport, railway transport, car and non-traditional transportation services that are widely used in rail, air, sea and road transport in tourism.
- Accommodation service - this type of service is considered to be the main and mandatory service in tourism. Hotels, motels, guest houses, rest homes, etc. it applies.
- Nutrition services - these services offer restaurants, cafés, bars, various catering facilities in accommodation facilities and more.
- Various services - entertainment, leisure, sports, store, transfer, bank etc. such services should also be considered.

In addition, it is worth mentioning the activities of tourism companies and tour operators engaged in the sale of tourism products. Because tourism products are a complex service offered to people by tourism and excursion organizations. Tourist products are prepared by tourists and tourists. At that time, certain features of the tourism product are taken into account. In analyzing the product of tourism, it is important to emphasize the placement factor. Hotels (hotels), tourist bases, motels, campings, etc. are provided to enterprises established for the purpose of accommodation (stay and night). referenced. In the course of the route, camps or shelters at tourist bases or tourism firms may be the subject of placement for one night stops. Accommodation is the most important element of tourism. There is no tourism, if there is no accommodation. Accommodation facilities are a definite and rigorous requirement for any tourist district or center of the economy, which seeks to make a great deal of income from tourist exploitation and exploitation of tourism resources. According to recommendations of the World Tourism Organization, all placement methods can be divided into two places:

- collective accommodation

- individual accommodation.

Facilities for collective accommodation of tourists include hotels and related facilities, specialized enterprises (healthcare facilities, public transport, labor camps, convention centers) and other facilities for collective accommodation (recreational accommodation, camping grounds, etc.).

Individual accommodation facilities for tourists include personal accommodation, rented rooms, rented accommodations from individual persons or agents, accommodation provided by relatives or acquaintances, and other types of accommodation on a personal basis.

Tourist accommodation is divided into three groups according to capacity (location), comfort and duration. In many countries, the rates of hotels are shown. These degrees are expressed in terms of "star". Determining the rates of hotels is an important task of tourism business. Regardless of whether the World Tourism Organization has criteria to disassociate it, unfortunately, each country interprets it in its own way. In the hotel's degree, the hotel's range of services and the level of development of the related tourist infrastructure are envisaged. The final decision on any hotel is the tourism ministry, department (department) of that country (region) and so on acceptance.

Our country also uses the star system to rank hotels as many other countries. Thus, the creation of many new hotels in our country recently can be regarded as a commendable situation. The activity of international hotel networks in Azerbaijan is a result of our country's name high. Economic and political stability attracts world-class tourism industry organizations to work in Azerbaijan. The services of international network hotels also promote the overall level of service at local

accommodation facilities. For example, hotels like Hyatt Regency Baku, Absheron Marriot Baku, Ramada Baku, Park Inn are available.

In order to be able to carry out their activities, tourism enterprises must also have access to various means of labor, along with the characteristics of the tourism product. The set of labor tools used in tourism is the basis of its logistical base. The logistics of tourism includes tourism buildings (buildings), their technical equipment (equipment), vehicles and other fixed assets. The logistics base is the basis of the development of organized tourism. It creates all necessary conditions for full service of tourists (accommodation, nutrition, transportation, treatment, excursion, etc.). The material-technical base of tourism includes tourism companies (tour operators and tourists), hotels, tourist bases, catering, commerce, motor transport enterprises, tourist equipment and lease points, tourist bureaucracy sales offices, control and rescue services, tourist clubs and etc. includes. There are following types of tourist enterprises by types of services:

- Enterprises providing tourists with a whole service complex - tourist establishments with their own hotels.
- Enterprises established for the purpose of tourism organization - tours, travel and excursion, shipment of passengers, tourist reception bureaus.
- Businesses, such as hotels, pubs, etc., for the purpose of accommodation or, more precisely, residence or night stay.
- Food, food enterprises - shops, bars, cafes, etc.
- Transport service enterprises - railway, air, automobile and water transport.

- The tourists are provided with cultural services and enterprises providing excursion services - theaters, concert halls, excursion bureaus, etc.

## **2. Signs of tourism product and demand for it**

It is important to note the symptoms of this product while exploring a tourism product. These features distinguish the tourism product from the production of other products. These are the following:

- ✓ You have to travel to consume tourism.
- ✓ Do not store or maintain a tourism product .If the hotel rooms are not used, the tourism product is "damaged" and it does not benefit, but it is more expensive.
- ✓ It is very difficult to compare the tourism product to those that are not available.
- ✓ Tourism product is consumed by local people and tourists.
- ✓ There is a difference between time and place between purchasing a tourism product and its consumption.
- ✓ Other products are consumed and used where they are consumers. While tourists get a travel product together, the space and time they use are somewhere else and often after a while.

The demand for tourism products may vary depending on a number of factors. These factors include:

- Economic factor - The general economic situation in the country, the monetary income of the population, the prices of products and services, the price of the product, the level of inflation and so on.

- Social factor - The general social policy of the state (social benefits, scholarships, various payments, etc.), sociological policy (preferential or free turre), determination of different social norms (social security, etc.), living standards, cultural and aesthetic pleasure, etc.

- Demographic factors - Number and structure of population, sex and age structure, family number and composition, ratio of urban and rural population.

- Natural-Climate Factor - Temperature, number of sunny days, geographical conditions, availability of natural resources (sea, river, mountain, forest, etc.).

- National-historical factors and traditions, living conditions and so on.

- Private or specific factors - men and women, youth group, elderly group, purpose of treatment.

- Structure of the cash income of the population - income from labor and wages (wages, other income), income from the sale of agricultural goods, pensions and scholarships, income from the financial system (bread, child benefit etc.), entrepreneurship and other officially registered profit from activity and so forth.

In order to increase tourism revenues and tourism, it is necessary to investigate these factors in our country. While the general economic situation in our country is stable, the cost of tourism products can be considered as a negative factor for this field. Social policy pursued by the state creates opportunities for the development of tourism, increases the social level of the population, promotes entrepreneurship and tourism. The diversity of natural conditions promotes the development of both domestic and international tourism. The climatic and natural conditions of

Azerbaijan are attractive to meet the needs of citizens and foreign guests. Our country is rich in snowy mountains, rare forests, rivers and seas, sandy beaches, mineral springs. Environmental conditions create the most suitable environment for people who love nature.

Citizens of the country are free to go abroad, and foreigners can come to our country. There is no problem getting visas to Azerbaijan. Customs regulations have been arranged in accordance with international standards.

"About tourism", "About insurance", "Consumer rights protection", "On entrepreneurship activity" and other laws, "Tourism-excursion services certification", "Tourism services", "On security of tourists and tourists", "Classification "State Standards, the Presidential Decree on licensing some types of activities and a number of other laws and statutory acts create a legal basis for the development of tourism in Azerbaijan.

Depending on the policy pursued by the government, tourism can either develop or decline. Soft visa regime and even canceling visas may increase the flow of foreign nationals into the country, but countermeasures (high fee rates, unnecessary documents, procrastination, lack of time limitations etc.) can lead to international tourism weakening, can cause.

At the same time, the international policy of the state also exists in tourism. In addition to Baku, there are international airports in Ganja, Nakhchivan, Lankaran and Zagatala. International tourism can be realized not only in Baku airport, but also through the mentioned airports. Various transit cargoes are being carried out from Azerbaijan. Azerbaijan is a participant of TRACECO, Silk Way, BTC and other international projects. BP, MacDermot, Statoil, LUKoil, Simens and other international companies operate in our country. Foreign companies and their

employees need a high level of service. In order to work with foreigners and to earn higher income, local accommodation and nutrition facilities, and various service providers increase their service levels.

Taking into account the factors affecting the tourism product, it is also important to predict the demand for tourism products. This is set out in a single variant, and in general, it is a product of life, separately for each type and service. Predicting is made on touristic and on any separate company. Research and Forecasting on Turf industry - macroeconomics is the definition of demand for food industry in the country and in the regions, identification of development directions, identification of new types of products and services, definition of destination boundaries, determination of preferred types of recreation, improvement of placement and transport systems, entertainment centers, etc. Covers. Prediction on the enterprise is of great importance for improving current planning and operational management. According to the prediction time, it is divided into three parts:

1. Short-term forecasting - is an annual, quarterly season

2. Mid-term forecasting - The main purpose of this prediction, which is for one to three years, is to justify the prospects for the development of tourism products.

3. Long-term forecasting - It is for more than three years and defines the direction of development of the industry, the proportions of the demand structure and the direction of development.

The demand is characterized by two indicators: structure and amount of money

Structure - What people are planning to spend on their money for tourism: large historical and cultural centers, to the far sea shores or to the domestic state tourism centers.

The amount of money - the amount of money is enough for staying “star” hotels, tents or rural homes. During the economic development of the country, the intensity of tourism grows and the tourism industry develops during the improvement of the financial situation of the population and the increase in purchasing power. In the economic downturn, the demand for tourism products declines, which also affects the tourism industry.

However, researchers found that economic recession in the western countries had little impact on tourism than other industries. So, construction, automobile, furniture, other long-term consumer goods, etc. Production in areas is considerably lower. Research has shown that modern Western consumers spend money on vacations by refusing to buy new types of household items and luxury items. During this period, consumers spend their vacations not on vacation, but on vacation. This feature of tourism during the economic crisis is explained by the elasticity of demand for tourism products. During this period the demand for tourism products is less. Even though the demand for expensive tourism services is significantly reduced, the demand for cheaper tourism services is increasing significantly. This type of volatility in the tourism industry during the economic crisis is explained by the fact that people are unwilling to miss the chance to relax and that prices in the tourism industry are flexible. Typically, tourists in the tourism industry offer a range of tourism services. These service forms can be summarized as follows:



- Complex tourism service - is a tourism service that provides accommodation, nutrition, transportation, accommodation, excursion, sports and health services in a single purpose and program.
- Separate tourism services - include accommodation, food, and transportation, accommodation, excursions, sports and health services that are not part of a separate program.
- Goods for tourism are also considered as a form of service: They include maps, dictionaries, tents, bedding bags, rugs and other tourism and sports equipment, as well as tourism souvenirs.
- Tourist services offered in the form of commodities in the world market - services related to the placement of tourists. As a rule, tourists can visit hotels, hotels, boarding houses, campings, etc. located in newly built buildings and apartments.
- Delivering tourists to the destination country and rendering them services through passengers in that country.
- Providing tourists with catering services in restaurants, cafes, bars, cafeterias and boarding houses.
- Services to the cultural needs of tourists. These services include going to theaters, concert halls, museums, art galleries, nature and historical preserves, historical and cultural monuments, and participating in festivals and sports competitions.
- Services provided to meet the business needs of tourists (symposia, scientific conferences, participation in fairs and exhibitions).
- Services of trading enterprises - souvenirs, gifts, deposits, etc. for sale
- Services on registration of documents (passport, visa, etc.).

In general, tourist can be cared for either on a particular type of tourism or on a full range of services. The tour is offered on the market, inclusive tour (inclusive tour) or picket-tour (package tour).

Package- tour is a type of trip tour where almost all tourism services (accommodation, full or partial) are offered to the customer, except transport services. Tourist selects the type of transport, the route itself, and organizes it itself.

Complete complex services are indicated by the inclusive tours. Inclusive tours also provide transportation services to relaxation in addition to services offered by tour agent. In this case, special inclusive tariffs for transportation costs are offered, which is up to 50%, and in some cases more discounts. Inclusive tours also include the cost of accommodation of tourists in hotels, catering (full or partial) and other services. The inclusive tour is intended for both groups and individual tourists. Its structure is somewhat varied depending on the characteristic features of the countries, the composition of tourists, their purchasing power, the nature, variety and quality of the proposed services. The formation of any tour occurs as a result of the intense work of tourists and tour operators. The formation of the hinge is the stage of creating the final product worth potentially for the consumer.

Formation of tourism product consists of:

1. Establish complex tourism services for agreed time, place, quality, price, rules.
2. Formation of the price of a ready-made tourism product.
3. Formation of a variety of tourism products, depending on a number of factors.

4. Make the latest tourism product attractive and give it a competitive edge.

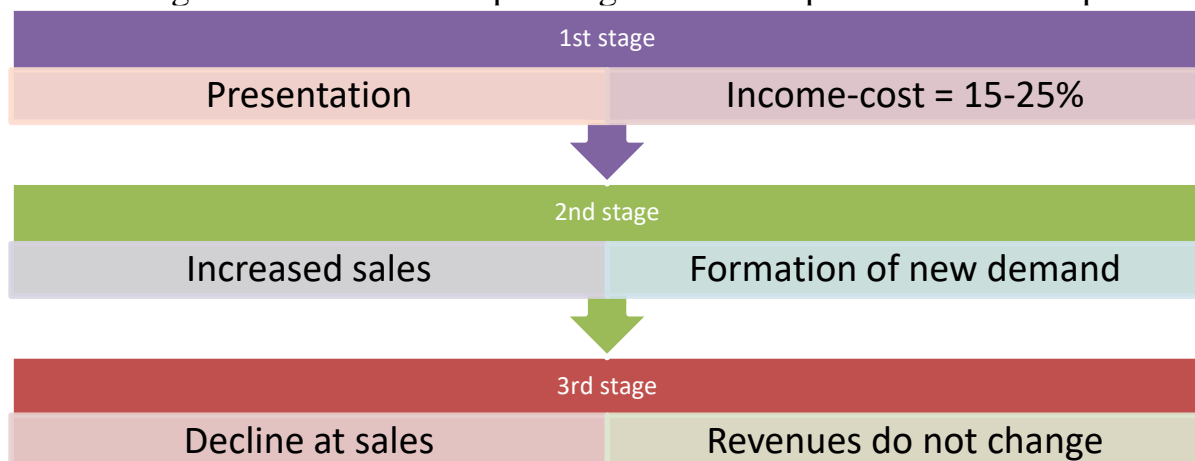
Thus, tourism products, unlike tourism services, are more voluminous and valuable. Its distinguishing feature is that it is valuable to the consumer. Consumers can use tourism services to include them in the structure of the turf. Therefore, the tourism product is a quantitative kind of product and it differs from a simple set of tourism services. Tourism products as a complex of tourism products must meet the following requirements:

- It must be safe and meet generally accepted standards.
- Turp products should not be harmed by the physical and physical health of consumers.
- The tour must be fully up to its objectives.
- It is important to take into account the schedule of the objects intended for visitors to be visited at places of tourists and so on.
- It should be ready for use by the ordinary consumer.

### **3. Stages of formation of tourism product.**

The formation of a tourism product goes through a number of stages. These stages are characterized by the volume of sales and the change in profit. At the first stage, the product is put on the market and the tourism enterprise submits it to the public as a product. This is due to the low sales and, as a result, The cost of marketing policies at this stage is much higher than other costs. The second stage is considered as the development stage. This is characterized by sales volume and increase in revenue. At this stage, marketing costs are very high and competitiveness starts. Third stage is the stage of perfection. This stage is characterized by weakening and stabilizing sales. At this stage, the number of customers does not increase. However, the amount of income decreases slightly, but still remains high. The stage of the weakening of the tourist sector is at this stage. At this stage the tourist sphere is more saturated than tourists. The volume of sales and the amount of revenue decreases constantly. The new products appear on the market. This stage is one of the most important stages. In order to avoid this stage, a tourist enterprise takes steps to renew the product and produce a new product. We can illustrate the stages of the formation of tourism products as follows:

Tourism product is a complex service offered to people by tourism and excursion organizations. The complex organization of production of this product is



called tourism industry. The tourism industry is understood as the system of interaction between enterprises and entrepreneurs providing everything necessary for tourists (services, products, etc.) in the process of traveling. In other words, the tourism industry is understood as the sum of the production, trade and transportation enterprises dealing with tourist services and the sale of tourist goods. Tourism Industry is a collection of organizations offering placement and transportation, public catering, entertainment, business, health, sports and other facilities, tour operator, tour guide, excursion and guide translation services. The massive development of mass tourism has led to the adequate development of tourism industry and mixed areas of economy, science and culture, education system all around the world. The tourism industry with a wealth of material and technical base operates in almost every aspect of the national economy, providing employment for millions. The tourism industry is broadly understood as follows:

1. Cooperating with a diversified network of technical transport services (air, water, automobile, railway).
2. Joint activities of specialized enterprises in various fields, mainly those that do not directly reflect the nature of tourism and are considered "second-class" for tourism (including transportation machinery, fuel, food, agriculture, etc.). Hence, the tourism industry is a complex of businesses that combines the wide range of services used by tourists.

As the country's economy grows, tourism is at its own stage of development, new tourism centers are opened, new routes are adopted, new types of services are emerging. On the contrary, the decline in tourism industry is noticeable, for whatever reason, when the country's economy is in decline (political crisis, inflation, natural disaster, etc.). The tourism industry incorporates many areas of the country's

economy. The tourism industry is a system and the functioning of this system is carried out in harmony with all aspects of its functioning. Tourism firms, hotels (catering), nutrition facilities, transport industry, entertainment facilities, souvenir-gift shops, historical monuments, cultural facilities, media and others - these are the ones directly and indirectly. The development of these industries directly depends on the production, development and renewal of manufacturing facilities. Thus, the fuel and energy industry, road construction complexes, hotel and catering equipments, repair and construction enterprises, water, sewerage services, light industry enterprises and agricultural enterprises are also involved in the tourism industry. Having tourism and recreational resources related to the characteristics of the tourism industry, the availability of adequate infrastructure and the availability of educated, professional staff are of particular importance. The tourism industry develops in such places that are natural and artificial, that is, human-made places, and attracts tourists with different activities. The tourism industry is characterized by the fact that it produces both material-intoxicated and non-material products, that is, service. This is the main feature of tourism industry. Service is not physical, it can not be touched. In fact, tourism is a product of the service industry. This product consists of a variety of services and can not be measured, tasted and can not be checked by customer because it is invisible. This product can only be felt during use. This product can be used only after its use. A number of components of the tourism product are body, location, food, transport, etc. But all of these are generally part of the tourism service (entertainment, impression, comfort, etc.). Distinguishing parts of tourism are as follows:

- ✓ Tourism services are object-oriented.
- ✓ Production and consumption occur together.
- ✓ Service quality is constantly changing.

- ✓ Services can not be stored.

Consumer tour takes place in advance and in the place of permanent residence, but this product consumed somewhere else at another time. Only the information it receives here is correct. Continuous change in quality, the condition of a person who serves the consumer, or bad weather can lead to a low level of tour. The overall level of service in the accommodation business is determined by its quality and the additions (safes, gowns, toothbrushes, 24 hour service, medical service, internet connection, etc.). Depending on the type of hotel service offered and the types of services offered in different countries, quality ratings (star, crown, etc.) are determined. The service is non-existent.

#### **4. Tourism product and tourism industry**

The ingredients included in the tourism industry must complement each other. The diversity of services provided in the tourism industry also has an impact on the distribution of food products. The availability of the tourism industry and services for its survival are divided into 2 groups, and are tourism service producers:

- ✓ Private sector providing first-class services - tourism products, guide service, travel insurance, marketing, advertising, public relations, vocational training in tourism, tourism information centers, financial services, etc.

- ✓ State and public division of 2nd class services - State and public division includes: national tourism organizations, local tourism organizations, issuance of visas, air and sea port services, tourism education institutions, exhibitions, festivals, fairs etc. In general, they form a tourism product that sells the tourist product in the form of tour

packages and parts of the tour companies to consumers. This product is offered in the form of services to tourists.

At the tourism services included:

- Services for accommodation of tourists (hotels, motels, hotels, boarding houses, sanatoria, tourist markets, etc.).

- Tourists also include private homes and homes, as well as tents, trailers, caravans, boats, trains, yachts, etc., leased out of the local population. Can accommodate.

- Services for providing food for tourists (restaurants, cafeterias, cafes, snacks, cafeterias, bar, etc.).

- Different types of passenger transport (train, sea, and riverboats, airline charter flights, buses and S) and traffic services in the country of destination. It should be noted that the development of the transport system and the emergence of specialized tourist transport made the tourist trips to foreign countries more affordable. The choice of vehicles depends on the geographical position of the country in which the tourist arrives, at what distance the tourist sends the country, and at the same time the social status of the tourist and its financial capabilities.

- advertising service. This is one of the varieties of public information, or rather, a kind of relationship between people. This information contains the active elements of renewal. Advertising in tourism is great, as it directly affects the character and dimensions of the advertising's demand for tourist goods. The level of public awareness about tourism resources and market offers on this or that area is exactly what advertising is.



- Services provided by travel agencies (information on the journey, hotel booking and parking space, information on tourism resources in any part of the globe, placement in the region of tourists, customs and border authorities, exchange rates, etc.) . Services provided by travel and excursion bureaus include guides, tour guides, group guides and more. it applies.

- Paying for the spiritual needs of tourists (services for theater, cinema, concert halls, museums, exhibitions, painting, parks, historical and nature preservation, visits to historical and cultural monuments, participation in festivals, sports competitions and other events) .

- Services provided by tourists for business and scientific interests (congress, assembly, conference, symposium, meeting, seminars, exhibitions and exhibitions).

- Services provided by commercial enterprises both for general and for purpose (souvenirs, gifts, etc.).

- Services provided by administrative-regulatory bodies (border, currency, quarantine, police service, passport, visa, etc.).

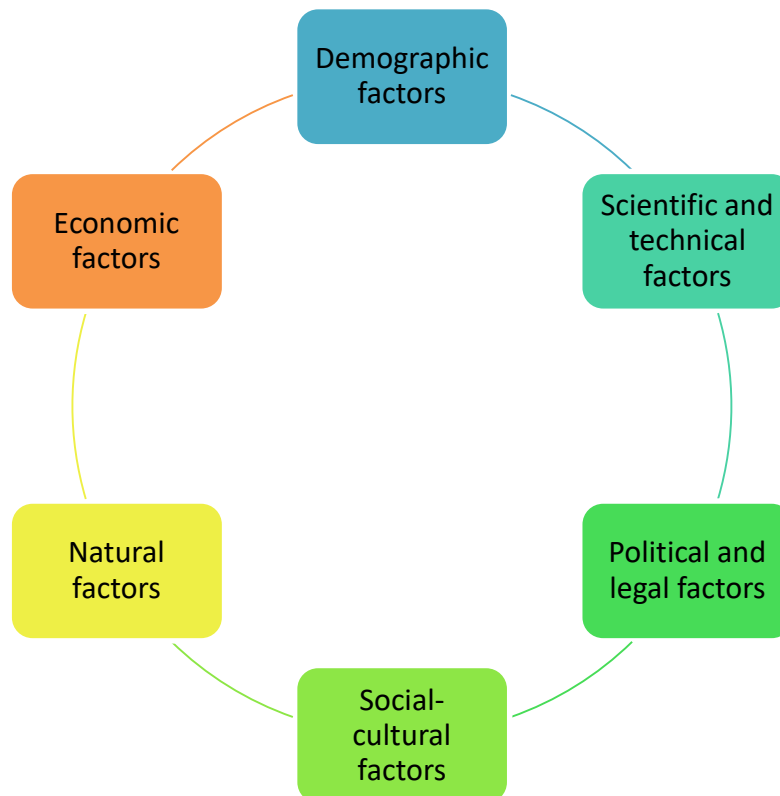
- Services in the field of conservation, protection of historical and cultural heritage

- Services provided by the media (newspapers, magazines, radio, television, etc.).

- services rendered by state tourism agencies (committee, department, ministry etc.)

There are many factors affecting the development of tourism industry. It is important for each of these factors to learn. So, if these factors are not taken into account during the formation of a tourism product, there may be problems with the sale of the product .Currently, tourists are particularly vulnerable to these factors. The main objective of tourism companies is to pursue a successful marketing policy and to produce touristic products these factors should take into account specific factors. We can show the factors affecting the development of the tourism industry as follows:

- **Natural and ecological factors** - These include good climate and comfortable natural conditions, landscapes and remarkable places of nature, developed hydrological networks and natural water basins, clean and healthy facilities of nature, good ecological situation.



- **Socio-economic factors** - are the living standards of the population, ie the economic viability of tourism, the existence of social rights and freedoms that allow citizens to travel internationally and internationally, activating economic relations between nations on the basis of international division of labor, enhancing international trade and improving transport. .

- **Political factors** - are intergovernmental and intergovernmental cooperation agreements on the exchange of tourism, domestic political stability of the country in which tourists live, internal political stability of the host country, friendship, good neighborly relations, peaceful relations, economic, trade, scientific and technical and cultural relations between the countries.

- **Demographic factors** - Population growth raises the world's tourism potential. The increase in people's lifetime and the decline in the retirement age can lead to an increase in the number of people in the third age group of tourism. The influx of ethnic tourists (traveling to historical homeland, immigrants, language-linguistic peoples, those who are interested in reciprocal visits, etc.) One of the factors influencing the tourism industry is the rise of people's culture and education. The rapid development of mass media has also had a positive impact on tourism. As a result of mass media development, promotion of hospitality resources, recreation infrastructure and other components of tourism industry is accelerating. One of the reasons for the popularity of tourism is the constant increase of urban population. Only urbanization (urbanization) can lead to a certain degree of demand for tourism services. Formation of tourists flows mainly in large industrial and administrative centers, among which Baku can also be called.

Tourism economics as a tourism product is also specific. This is due to the fact that it is affected by a number of factors. The majority of these factors are indefinite. Generally, these factors are divided into two groups globally and locally. Political, economic, natural, and seasonal factors of global factors can be illustrated. Political factors should be taken into account especially because the political regime of any country is tense, and the demand for tourism in that country is also decreasing. Therefore, Azerbaijan is also an exception. For this reason, the fact that twenty percent of the occupation has caused problems in the use of existing tourism resources, has a negative impact on the number of tourists coming to the country. Political factors include the following:

- The political regime of the country. The political regime of the country to travel, the response to this regime often prevents the tourism sector to be oriented to that country.

- The political regime of the country where the tourist comes out. People who want to travel for tourism and who have the same amount of income that will allow them to do so should be given the right to go outside the country.

- The political regime between the two countries. The state of foreign policy relations with the country to be visited will affect tourism oriented to that country. In addition, international relations, military conflicts and domestic policies are also factors to be considered here.

Looking at the WTO indicators, we see that political factors in international tourism have a great impact on tourism in the country because tourism is very sensitive to political events. For example, a terrorist act in the United States on September 11, 2001, as well as a decrease in revenues from tourism.

Unfortunately, our country, which is currently occupied by 20% of Armenian territory, is suffering from the serious consequences of this factor. Thus, many tourists refuse to come to our country at the last moment due to this factor. , all kinds of opportunities have been created in our country so that any citizen can travel abroad.

At the same time, economic factors should be emphasized in particular. The majority of tourists involved in tourism are economically developed countries. Economic factors include economic development of the country, material welfare level of the population, development level of material and technical base (transportation, placement and nutrition network, infrastructure, modern technology). It is necessary to have sufficient economic development due to the availability of tourism products. That is, the person who has the opportunity can go on a journey. Thus, there is no mass tourism in the economy that has no income. In a country with a high number of unemployed people, in which there is less wages, there is no mass rest. As the main economic factors, we should note the following:

- The amount of national income,
- The amount of per capita income,
- Distribution of national income,
- Net income groups included in the country,
- Cost of tourism products and services.

Social factors - One of the factors that strongly influences the development of tourism is a social factor. Social factors are mainly comprised of:

- Family characteristics - The number of married, single-parent or children in the family and their school status and age are influenced by tourism. One of the factors affecting tourism is the peculiarity of the area where the family head works. Agricultural workers are at least the ones traveling to the highest positions with freelance job owners.

- Age structure of the population. As the population growth in a country generally increases tourism, changes in the country's aging structure also affect tourism, new customer categories, and new tastes.

Urbanization (Urbanization). Atmosphere pollution, such as noise, stress, and tension in the social pressure. This, in turn, causes the urban population to move to rural areas. In our republic, this indicator is increasing. Thus, as the flow of people from the villages and other urban areas to the people of the city to look for work in the city increases the difficulties of urban life, it opens the way for the development of rural tourism.

- Language difficulties. The weakness of many people in terms of foreign language makes them more likely to travel in their own countries than in foreign countries.

- Social mobility. The workplace, cultural level, social behaviors, outlook of the family head are among the factors affecting tourism. From a social point of view, tourism has a great impact on the development of the regions. Development of tourism in the regions prevents unemployed people from entering major cities.

When we point out these factors, we can see that tourist trips are mostly between neighboring countries. The reason is similar traditions, language proximity and lifestyle with neighbors.

According to the data, the number of tourists visiting Azerbaijan increased in 2012 compared to last year. This increase was about 7-10 percent. But investigations show that last year's number of Azerbaijani tourists abroad was also low, and they spent more than \$ 600 million abroad. An increase in the income level of the population creates conditions for them to travel to other countries as tourists and to spend more. Though, according to the State Statistical Committee, about 65 percent of the total income of citizens is directed to purchase of consumer goods. Another reason is that in neighboring countries - neighboring Turkey and Georgia, tourism facilities are cheaper and offer better quality tourism services compared to Azerbaijan. Some of our citizens are interested in going outside the country. Because, for example, 5 day rest, including travel expenses in Georgia, is about 2 times cheaper than 5 days in Azerbaijan. A citizen can travel abroad and enjoy a cheap vacation as well as see a foreign country. Therefore, the cost of travel services throughout the country leads to the rest of the citizens abroad. At the same time, middle and high income citizens prefer to rest in Europe. Although relaxing there is relatively expensive. But in all cases, they go there to see that country as well as to relax better. Therefore, Azerbaijan should try to keep a large part of the local tourists within the country. Because it is more expedient to stay inside if the funds are out of the country. But, unfortunately, tourism facilities lose in competition with neighboring countries.

Natural factors - weather conditions (rainfall, rainy weather) causes earthquakes, tsunamis, floods, ecological equilibrium, industrial accidents (spread of fuel, pollution of water basins as a result of tankers' crash). Seasonal tourism destinations have a strong impact on the work of tourism firms .The seasonal labor primarily affects the workforce .Some types of tourism (winter tourism, beach tourism, etc.) are seasonally adjusted. At that time, employees are recruited and

dismissed according to the season making is happening. Attracting students to tourism in particular during the summer holidays can be regarded as an admirable case. In doing so, they have gained new experiences and experiences in the field of tourism.

In general, the impact of natural disasters and other factors on tourism can be traced back to Japan, as the tsunami that occurs in this country creates serious obstacles to the country's tourism every year.

The advantage of sunny days in Azerbaijan, the availability of climate, snowy mountains and beaches make it possible to develop tourism in the seasons as well. Thus, the Shahdag winter and summer tourist complex, which was opened in September 2009, will cover mountain-skiing and winter sports as well as the development of tourism. There is also the opening of the 4th hotel "Zirve". This, of course, can be considered as an important step in attracting the population of the region to tourism, introducing local customs and traditions, and eliminating unemployment. Covering Azerbaijan's border with the Caspian Sea to the Iranian border at a distance of 825 kilometers creates great opportunities for the development of beach tourism in our country. According to experts, it is possible to make a great deal of income from beach tourism by using this opportunity. Coastal areas along the coast of the Caspian Sea must be owned by the state, such areas should be leased for a long time. At a time when Azerbaijan is currently increasing its financial capabilities, the beaches of the Caspian Sea can be rebuilt at a level that meets European standards at the state level. For this purpose, accurate registration of the beach areas of the Caspian Sea should be carried out, in the first, second, third, the use of them should be clarified.



Apart from the global factors considered, there are a number of local factors that affect the activity and development of tourism:

1. **Restriction on tourist demand** - This factor depends on the economic opportunities of tourists.

2. **The restrictions on tourism offerings** are related to the availability of tourism resources. The most important of these are natural resources. Obviously, some tourism destinations are more attractive to tourists than others.

3. **Ecological restrictions** are related to environmental pollution. In some destinations, the majority of tourists are affected by the environment (tents are built in prohibited places, firefighters, dumps are created, etc.).

4. **Time Limit** - Minimal rest time for tourists and less tourism activity does not allow the company to increase revenue. This reduces tourism turnover during the use of natural resources.

5. **Legal limitations** - the existence of legislative acts relating to the protection of the environment, construction works or the development of a particular type of tourism in that area.

6. **Lack of literacy skills** - The absence of a private entrepreneur in the field of tourism.

7. **Restricted resources** that form the basis of tourism industry - low capital, lack of specialized staff, lack of hotels and restaurants.

There is a close relationship between the tourism industry and the tourism region. Tourist regions, organizations and touristic institutions are the most important management objects of tourism. Because tourism services are providing

tourists at these facilities. The objects of tourism cover three main components: tourist region (region of tourists), tourist organizations (public and state) and tourism enterprises (firms). Management of these objects is key in the management of tourism. What does the tourist region mean, its boundaries and functional activities? Tourist region means the tourist destination sold to tourists as a whole, and so is the touristic destination. This definition of the tourist region is of its own interest. The main point here is that the tourist region is the geographical region where tourists chose. Tourist region should be viewed in the eyes of tourists. Here are the 4 most promising options for tourists: a beautiful place, landscape, apartment, entertainment (excursion). Once a tourist has come to this region and is satisfied with the condition of these parameters, he will also want to choose this region as the purpose of his touristic tour.

Modern management should take into account the subtleties of the "tourist region", because this region is a unit that can compete. When evaluating the product of the touristic region, it is necessary to reckon with the position of the tourist. The production apparatus of this region is complex. The chain of these services is interconnected. The quality of the products produced by the region depends on the satisfaction of the needs of tourists. Tourist sectors, their markets and environmental factors have a strong impact on the region's competitiveness. Because they are in close contact with the major tourist product producers and are well aware of the tourist product. Low-level organizations are those organizations that have all the components of tourism. This is a local tourist organization. Tourist organizations have a special management structure, they play a coordinating role in the tourist area. On the one hand, they act as mediators and, on the other hand, carry out their marketing functions.

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## **III Chapter: Sales channels for tourism products.**

**1. Tourism exhibitions and advertising in the promotion of tourism products.**

Every tourist company uses a variety of ways to sell its products, increase its sales, and deliver information to domestic and foreign visitors, companies. Examples include action, advertising, income promotion, exhibitions, etc. with agencies. In general, touring is a way of bringing the tour product to the tourism market with the help of various methods and means. It focuses on the trademark of buyers and buyers and stimulates the sale of tourism products. The purpose of promotion of the tourism product is as follows:

- To inform tourism market subjects and their potential users about information about their tours and opportunities.
- Increasing the cost of the tourism market and capturing new user segments.
- To enable users to access the marketed tourism product and to encourage agencies to engage in long-term activities.

Tour operators and tourists should cooperate to carry out the sale of tourism products. In the modern period, tourism agencies are considered as one of the main directions of existing and strategic activity of any tour operator. Tourist agency - is a legal or physical person or entity that transfers the tourper to the user and is engaged in its advertising. The demand for agencies may come from the following reasons:

- The importance of the Tour Operator's tours in the regions - is that there is no need for each tour operator to open its own business and branch in each of the promising regions. Because engaging regional tourists allows a tour operator to have access to the tourism product beyond its borders.

- Delivery of tours to customers - Each customer has no desire to travel 10 or 100 km from one place to another. Therefore, it is more beneficial to get the customer's tourpunt to tourists in their hometown since tourists. the tour operator can provide tourists with the population of other cities, not only the population of the city in which it is located.

The sale of tourism products is also a matter of factual information about the tourism product and its delivery. When the customer requests the touragent office, the touragent should provide him with information about the tour. However, the information about the tour should be comprehensive and, therefore, more detailed information about the tour and the tour touragent's tour-making function combines different services from diverse tour operators and creates a tour pack for them. This function is suitable for organizing more group tours and individual tours.

One of the measures taken to implement the sale of tourism products is the exhibitions. In general, the scale of the exhibitions has been expanded lately. Therefore organizing and organizing exhibition events can be explained as follows:

The organization and purpose of exhibition activities is the participation of the tourism company in exhibitions. By participating in such events, the company will soon be acquainted with economic, organizational, technical and commercial innovations in the tourism world.

Usually the exhibitions are organized by the state tourism management body. The goal is to attract tourists from abroad by showing tourism potential of the country.

Exhibitions are general or specific. In the general form, each participant organization promotes all types of food in its hands. For specific purposes,

certain food products (for example, ecological, sea and river cruises, pedestrian, village, treatment and recreation) are promoted.

The companies get acquainted with the innovations in the tourism world during the event and receive information on new types of services and service methods. The companies represented in the exhibition close their contracts with each other and go to the international level.

Participation of a tourist enterprise in the exhibition - To be effective in participating in the exhibition, the sprinkler must carry out preliminary work. For this purpose, the objectives of the exhibition are as follows:

- Expand your business with your destination;
- establishing contacts with new destinations;
- receiving information about new types of services;
- study opportunities to increase the level of service;

For temporary exchange of partners with partner organizations the ways to present the fair to the exhibition include:

- putting a stand reflecting the achievements of the spinning while participating in the exhibition;
- distributing leaflets and advertisement prospects on the company's activities and on each route separately;
- distribution of special souvenirs and presents to exhibitors;

- training employees on the rules of special behavior at the exhibition; - Ability to describe all the work done by the employees in detail to the representatives of other tourism companies participating in the exhibition or to the visitor.

During the exhibition, the activity of the staff of the tourist enterprise can give a great result. As a result of the efficient work of the staff, a number of contracts can be concluded and retail sales to individuals can be realized.

The exhibition should be pre-made. The exhibition organizers should be informed about the spin-up to get to the general exhibition catalog. In order to prepare stands suitable for sprawling, the accessories should be identified, prospectuses and brochures, business cards should be prepared. It is good that the employees participating in the exhibition should be represented in the uniform. The opportunity to show the real work by inviting infomers to the exhibition, especially the extirpation of the exhibition.

In order to attract exhibitors and visitors, it is desirable to distinguish between the originality of the stand: for example, a dance and song band, a film about the product on the monitor, original design of the stand, etc. International tourism exhibitions are held every year in Brussels, Milan, Vienna, Madrid, Paris, Charleroi, Tokyo, Moscow, Berlin, London and other cities.

It is worth noting that our country, which puts forward tourism development as one of its main goals, has become an active participant of these exhibitions. Thus, our country was eventually awarded with the ITB Berlin 2013 International (Berlin, 6-10 March 2013) Participated in the Tourism Fair, exhibitors and attendees were presented with hand-made samples, copper trays, musical instruments, and various advertising-printed products in English and German. It should be noted that since 2004, The Ministry of Culture and Tourism of the Republic of Azerbaijan and local



tourism companies have been participating in ITB Berlin international tourism exhibition for the tenth time. Last year, about 10600 companies from different countries were represented in the event. This international exhibition is an international tourism exhibition organized by Los Angeles Times in Los Angeles. This exhibition is also represented in our country on February 25, 2013. This exhibition is held each year and is one of the largest US exhibitions. The number of visitors to this exhibition exceeds 20,000. The stand was created with various banners and publications about tourism opportunities of our country. The monitor installed on the stand featured various beautiful corners of Azerbaijan, mysterious nature, unique historical and architectural monuments. Tourist packages such as "Wonders of Azerbaijan" tourism company operating in Los Angeles, "Azerbaijan on Silk Road", "Food and Wine Tour by Alexander Dumas", "Cultural Diversity Tour" and "Eco Tour" were presented to the participants. The Karabakh-Crown Jewel of Azerbaijan special attention was attracted by the Karabakh-Azerbaijan Crown Jewel of Azerbaijan, which shows that Garabagh is an ancient Azerbaijani land. The banner reflects the pictures of Garabagh horse, carpet, Shusha castle, Govharaga mosque, Ganjasar monastery, ancient architectural monuments as well as Garabagh mugam school along with beautiful Karabakh nature paintings.

In addition to participating in international tourism exhibitions, Azerbaijan also acts as an organizer of the tourism fair. As a result of the next AITF-2013 exhibition 12th Azerbaijan International Tourism & Travel Fair (4-6 February 2013) was held. More than 200 exhibitors have come together at the exhibition, of which 40% are permanent exhibitors. 19 countries have made their national stand at the exhibition. This year, along with regular participants from Turkey, Georgia, the Czech Republic, UAE, Russia and

Malaysia, Morocco, Hungary, Slovenia, Thailand, Tunisia and France visited the exhibition in Baku.

The main driving force for publishing and selling product information is the organization of advertising. Advertising "is a Latin origin (reclame -" shout ") and literally means:

- An event to promote what is popular and involve buyers;
- Dissemination of information for fame or whatever.

It is important to show the public importance of the advertising and tourism enterprise by informing its customers, changing their behavior, attracting attention to the services offered, and creating a positive image about turning.

World experience shows that tourism is the largest advertising carrier. Tourism companies use 5-6% of their revenue.

The American expert, A. Polits, investigated the information market and formed two key advertising rules:

1. Accelerates the bankruptcy of bad product, when advertising promotes good product sales. Advertising shows the customer what the product does not have.
2. The product delivers a small amount of quality to the customer, which does not have this feature available. Thus, the product's bankruptcy occurs.

Therefore, only the right and true information about the product should be provided. The "International Code of Advertising Practice" describes the basic principles of advertising:

- lawlessness, immorality, sincerity;

- truth, public responsibility;
- Compliance with honest competition rules.

Depending on the scope of the advertising purpose, the budget, and the consumer segment, advertising is selected. Several tools can be used to cover a larger audience.

The adverts of the ad (for example, every day, three times a week, specific days of the week, in the day or evening, in the newspaper, and on what page, on the TV channel, etc.).

Giant tour companies, as well as abroad, are conducting advertising and information companies. The advertising company is said to be a complex segment of various activities, using all types of media at a specific time. Information advertisement delivers information to recipients through various means. The main means of advertising - newspapers, magazines, radio, television, catalogs, booklets, information sheets and boards, traffic announcements, etc. All of these vehicles are divided into 3 groups:

1<sup>st</sup> group - printed materials in the circulation publishing house. This group includes all the polygraphic ads.

2<sup>nd</sup> group - includes radio ads, verbal information and announcements.

3<sup>rd</sup> group - TV and film commercials, exhibitors, who are observing and demonstrating verbal text, etc.

1<sup>st</sup> group advertising - the manager of this group should be aware of all the delicacies of printed material and topography, the rating of all published articles, and the requirement for the advertisement of their Clients. The printed ads themselves

are of different types: magazine ads, book ads, booklets, catalogs, posters, calendars, applets, pens, pencils and other small items, souvenirs required to donate. All of these advertising material should be the emblem of the storm and the mark of the material.

Circulation publishers include newspapers, magazines, special journals and releases (paid and free). All of these magazines have an ad unit. The head of the advertising department, together with the editor, sets out the price of the ad in his collection. The ad manager guides the creative process. The prepared advertising material should guide the audience and the area. If this trend is not selected correctly, the ad disappears. For example, the "Ekstram" newspaper is being printed in Moscow. There is also a release (spread). This newspaper has its own buyers and partners in Moscow. It is not expedient to print a magazine's ad in this newspaper, as the newspaper does not reach Sakhalin.

One of the countries in need of promotion of tourism products, perhaps the first one, is our own country. Advertising plays a major and leading role in advertising across the world. In addition, advertising is a kind of propaganda tool to promote our country's domestic market abroad. Using a variety of advertising tools, each company, firm, and so on. to a wider audience. In the world tourism organizations spend 8-10% of their income. In Azerbaijan, this figure is 1-2%. Participation in international exhibitions should be especially appreciated recently. But it is not enough to introduce the tourism potential of our country. I believe that the level of service to tourists should be increased, not only for foreign tourists, but also for the level of service given to our citizens. Service types should also increase. The service does not consist solely of accommodation, feeding and excursions. It should be taken into consideration that the Ministry of Culture and Tourism of the

Republic of Azerbaijan has promoted distribution of advertisements on our country on TV channels of foreign countries in recent times.

In my opinion, the best advertising is the essence of the work. Maybe we've made good ads. But, as we said, it will be a real anti-advertising if the customer does not return to his country back. Advertisement is required to attract first clients or a personal first time. Therefore, the first and most consistent advertising is a beautiful, enjoyable and affordable service.

If we are talking about attracting tourists from abroad, then we should use more internet technologies. I think the time has already come for our travel portal to be Chinese, Spanish, Arabic, Persian and French. In recent years, serious changes have taken place in people's recreation culture in Azerbaijan. If you were to go to the village before, relax, go home, go home, or watch TV, now people want to travel. Using it, we can significantly improve domestic tourism by offering a great service to our citizens. For this reason, it is enough to just go on the TV, which is talking about opportunities. More and more summer tourism is spread in Azerbaijan. However, winter tourism and recreational opportunities on holidays should be advertised. It should be noted that since 2001, Azerbaijan has been regularly publishing "AZERBAIJAN REVIEW" and "Tourism News" in the field of tourism. The information and advertisement of tourist companies are published in these journals.

**Book ad** - It's fair to print advertising lately behind new books. However, such advertising should be used with caution. The content of the ad should fit the content of the book and be closest to it. You need to place the ad in the appropriate place in the book. For example, it is advisable to place the tourist agency in the books in

which the tourist countries are classified. The price of this ad is too high and close to sponsorship. The advertising company also raises its image.

**Booklets** - This bulletin advertises any firm and its product. In the booklet, along with advertising text, images of color images, spin heads, the role of the sponsoring organization in society, and charity activities are displayed. The booklet is usually made of high quality and colorful paper. Present them at meetings with partners, presentations, contracts and exhibitions.

**Advertising sheets** - These sheets are made of colored paper together with various types of images and text materials. They are distributed to exhibitors and fairs.

**Catalogs** - Catalogs are a print publication that advertises various goods and services. Short description of the goods and prices are displayed here. Generally, tour operators show ads on the catalog in the upcoming season. The catalogs are distributed among exhibitors and most tour operators and tour operators.

**Posters** - Large sized illustrations are used in large amounts in illustrations. They are used on the streets.

Calendars, appendices, episodes, pens and other goods are sold and promoted for souvenirs. It is important for these goods to have a brand name and a badge.

**Foreign Desert Advertisement** - hangs on the streets of cities and on the walls of settlements. The feature of this ad is remembered and remembered soon. In general, the advertising company does not start with an external advertisement. He continues and ends the advertising company. Foreign ads are short, concrete, substantial, and noticeable. The advantage of this ad is that it is accidentally encountered by the customer at the time it does not wait. However, the automaker

and the passenger go to bed at once. When compiling foreign ads, they often encounter such a question. This is not a coincidence. Every part of the city has some advertising value. The highest point is the streets, where there are many people.

**Audio ads** - These ads are ads delivered on different channels of the radio. For example, if we take Azerbaijan, many radio channels have recently been involved in audio advertising in different waves. In addition, such programs are disassembled in shopping centers, cinemas, and in transport (including metro). Radio advertising creates an ad-based advertising company's plan to be ad-free. All the benefits of the radio should be used during the audio ad campaign. It collects information about the pre-recorded radio station, and then the advertising agent collects information about the work schedule of radio stations, editors, and various program editors. Then the dictator, who has a good voice, is appointed. Ad schedules and intervals are agreed.

**Cinema and TV ads** - This type of ad requires the audience to determine the amount of time spent on the broadcast. Cinema and TV ads have a high image. The audience understands that if the advertisement goes on TV, the firm's condition is good. The cost of such ads is extremely high. Pulsing advertising through telecasts can capture new segments of the market and increase sales of their products. In addition, it can attract new mediators to sell their product. There are different ways of organizing TV clubs. The most important of them is the purchase of the studio program, the organization's advertising royalty and the organization of separate advertisements. The advertising program should comply with the requirements of the buyers. In order to create advertising roles, the tourist agency applies to an advertising specialist, he is advertising, editing his text and adding it to the program for a certain period of time.

**Advertising ads** - It's easy to organize this ad on TV. Advertisement announcements provide information about new routes, valuable leisure conditions.

Thus, as shown above, tourist firms have access to a wide range of advertising. Using any type of ad depends on the budget's budget and the direction of the ad. Tourist firms can only use 10% of total financial turnover. Therefore, advertising in the tourism industry should be highly targeted relative to other areas. This is an important feature of advertising in the field of tourism. Tourist rarely uses television ads. Television advertising costs too much. Tourist Flight uses this ad to enhance its image. Therefore, tourism companies use the most popular printing press, place their ads in newspapers, special magazines, advertising boards and send them directly to the post office. Participation in exhibitions and tourist expositions also gives good results. This advertising allows you to know more about the information technology and to use the information material skillfully. Tourist companies who are able to use these opportunities skillfully get good results.

In order to increase the sales of the product and to introduce it to the mass of the population, tourists are required to take certain expenses. These costs should be planned at the beginning of the year and should be considered in the budget. In reality, advertising costs do not go unnoticed. It is not right for the advertiser to immediately get his positive results. Even though something is short-term, the key results of the ad breaks after a certain period of time.

It is difficult to determine the impact of advertising campaigns. Factors causing it:

1) Advertising is one of the factors of marketing outcomes. Other elements of marketing complex other than advertising - market condition, level of competition, etc. affect the sale of the product.



2) The consumer's behavior is uncertain for us. In the same situation, the buyer can take different steps

3) Market conditions are dynamic and some random events can bring success or failure in product sales.

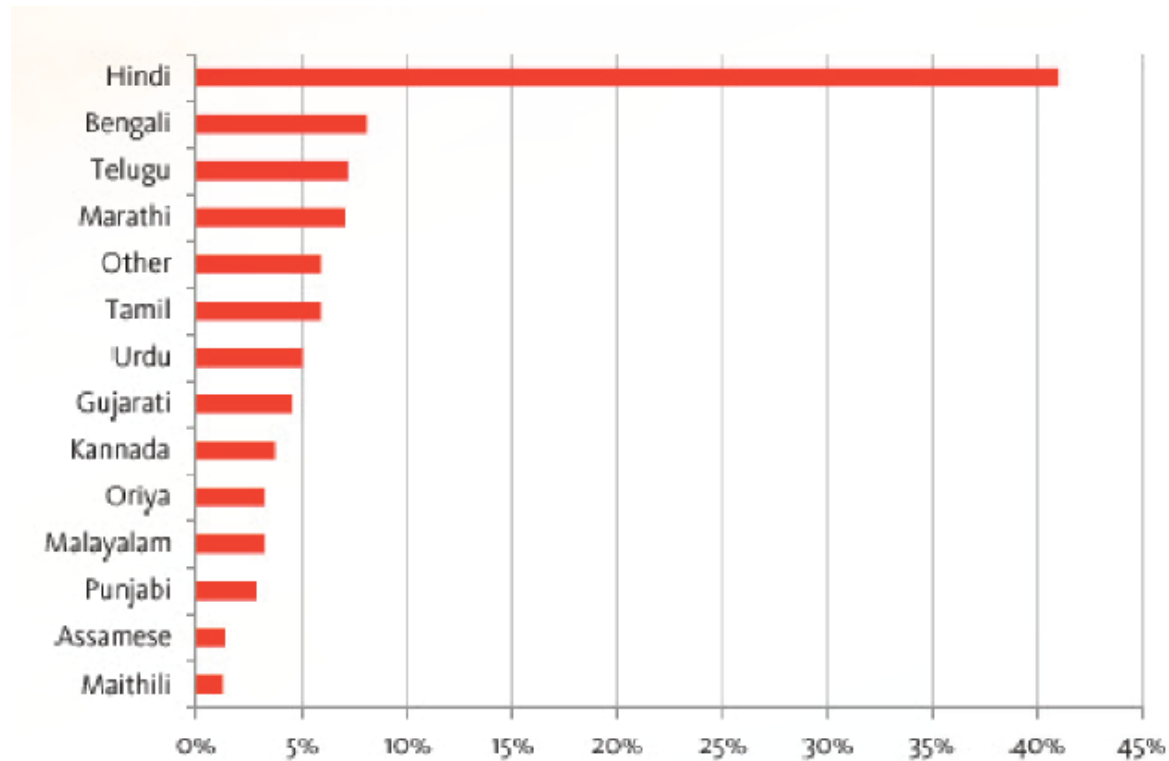
The economic effectiveness of the ad is determined by its effect on the sale.

To understand the impact of the ad on sale, you need to compare the amount of sales and the current sales quantity. But this is not enough to learn the effect of advertising. In addition to advertising, the price of the product, its specific features, and the ability to access the product also affect sales.

## **2. Indian market.**

The development of mass tourism in Azerbaijan requires the Indian market. It should be noted that in 2017, 14,173 visits to Azerbaijan, 6012 in 2016, 5584 in 2015 and 4853 tourists visited in 2014. In January-February 2018, 3434 tourists from India came to Azerbaijan. The number of foreign nationals coming to our country in 2017 increased by 449 215 (20%) to 2 691 998 people compared to 2016. It is maybe valuable to consider 'Indians', as opposed to India. India is an unfathomably different nation regarding language, religion, traditions and conduct. Hindi is the biggest single language however there are numerous others as Table 3 appears:

Table 3



In spite of the fact that Hinduism is the biggest single religion with around 80 percent of the populace, there is a sizeable Muslim minority (11% in 2013), with two percent each being Sikhs or Christians. Buddhists, Jews, Baha'is', Jains and Zoroastrians are among the numerous others. Often these minorities are increasingly gathered in specific states (for example more Christians in the South of India). These religious differences profoundly affect sustenance, conduct and practice.

One valuable precedent is tea versus espresso drinking. Despite the fact that we consider India a tea drinking nation, espresso turns out to be progressively famous as one moves toward the south of the nation which has had a more drawn out time of commitment with the Arabian Gulf and other espresso societies.

In marketing to and adjusting the necessities of Indian shoppers it is critical to be touchy to these distinctions.

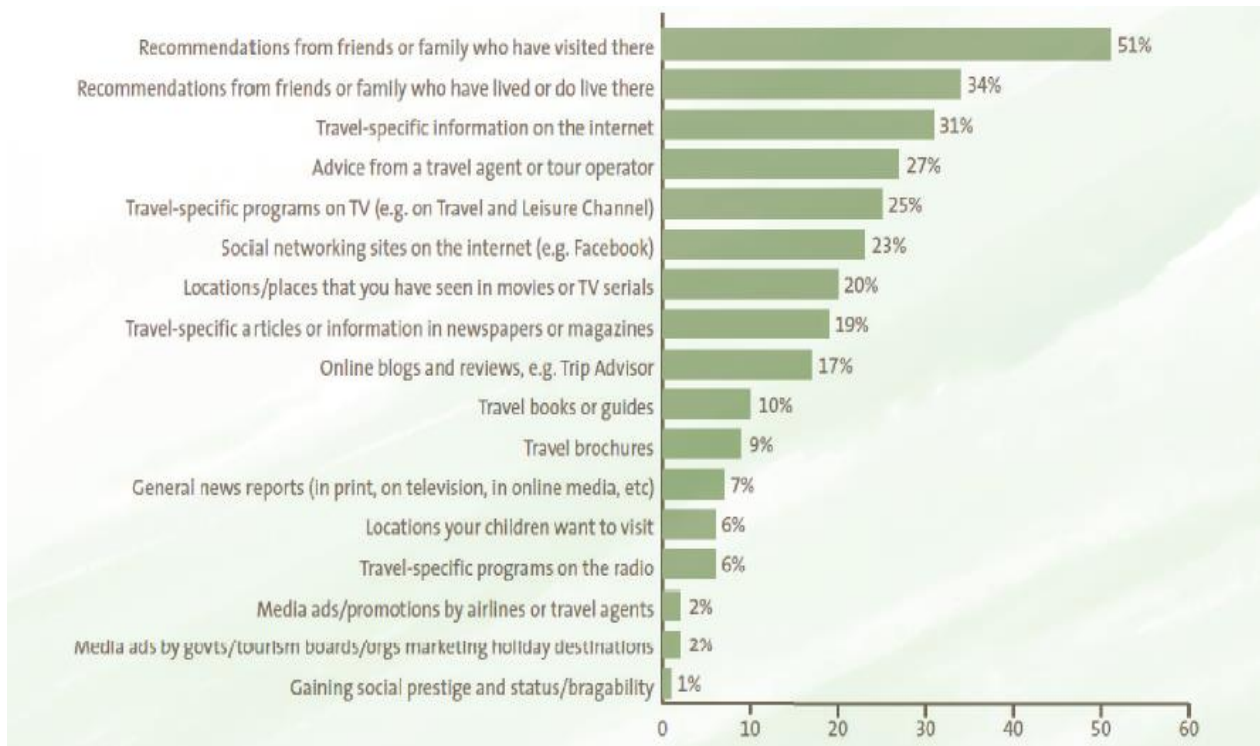
Men are still bound to travel abroad than ladies however this might be affected by the heaviness of business travel in the outbound market.

Travel is an 'ever-enduring' occupation in India with a decent spread of voyagers crosswise over key age gatherings – in spite of the fact that it shifts by destination. In any case, development in the more seasoned age bunch voyaging is expanding, as indicated by Visit Britain. Family bunches structure a bigger piece of the worldwide market than for some others and it is significant both to exhibit and convey agendas that fulfill an alternate scope of family needs.

At present, most travel out from the real ports with great air global air network, for example, Mumbai, Delhi, Bangalore and Hyderabad. Air get to has too demonstrated basic to driving traffic to specific destinations. In its audit of the Indian market, OAG takes note of the amount of the traffic presently streams to and through the UAE with practically 50% of all seat limit (47%) out of India streaming to the nation. In any case, a solid rush of development in consumption is originating from 'Center India' - the 400 towns with populaces somewhere in the range of 100,000 and one million. In that capacity, this might be an appealing source market to tap (particularly whenever lined up with development in air limit).

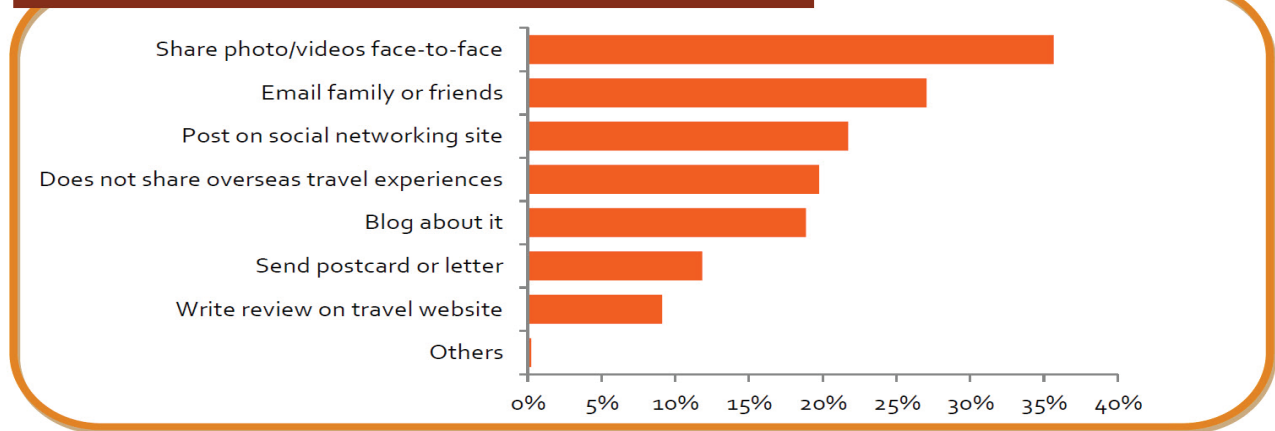
The travel industry experts in both whole deal and short take goals see that Indians will in general have moderately short lead times for abroad excursions. Given that short lead time unmistakably explorers should be ready to rock and roll when they do begin arranging. Verbal exchange is significant in all business sectors and this is especially valid in India. This is still all the time as close to home (for example eye to eye) imparting of thoughts and insights.

**Table 4: Influences on destination choice**



Indians are additionally in all respects phone to share data while going or to post surveys after their visits. At the figure we can see easily that role of social media for deciding trip. Because, nowadays social media are very big platform for getting information and it have very big impact for people decisions.

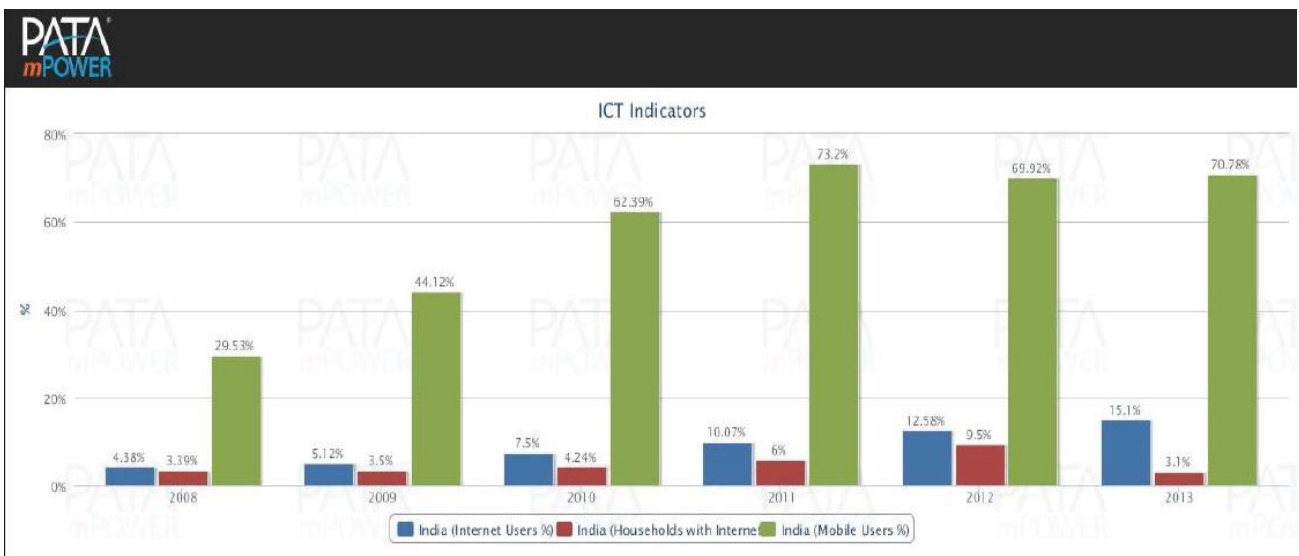
### Channels used to Share Travel Experiences (20)



**Table 5**

These sources are progressively persuasive. In utilizing content marketing note that India is an exceptionally versatile ward showcase. Figure underneath from PATAmPOWER and ITU demonstrates that seventy five percent of Indians approach a versatile telephone - so giving substance in versatile well disposed configurations is imperative. In spite of the fact that web penetration is low, it is exceptionally associated with movement occurrence.

**Table 6**



The Online Travel Agent (OTA) segment is developing quick in India yet is still all the more firmly utilized for domestic travel or shorter treks. These locales

figure unequivocally among the most visited travel sites in India. In any case, their utilization is still more intensely in the residential the travel industry space (as the nearness of numerous neighborhood rail destinations likewise demonstrates). This is insurprising – just two percent of Indians at present travel abroad and those 18 million international trips are predominated by more than 240 million outings taken locally.

For longer outings (either regarding separation or time) or all the more particularly for multi-goal trips, the movement operator is still significant. Not at all like numerous other source markets, there has been restricted combination inside the blocks and mortar travel operators advertise. The travel industry Australia gauges that 80 percent of its appointments originate from 90 percent of its operators.

### **What motivates travel?**

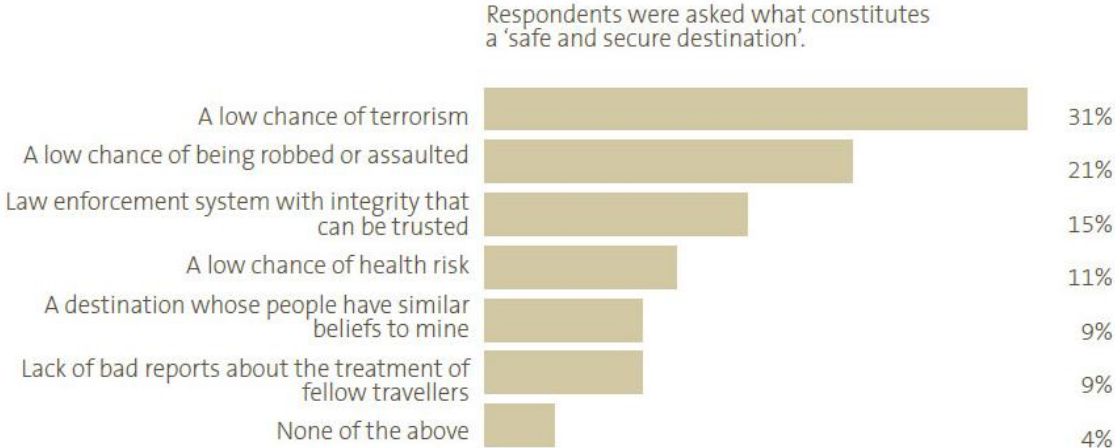
Family is central to Indian lifestyles and spending time with loved ones is a key motivation to travel for Indians. They regularly travel in household agencies and there is a strain to make the time out exciting for everyone. Helping multi-generational journeys to be stress free and exciting is a most important chance for the enterprise to stand out.

The majority of all, Indian outbound explorers are eager to draw in with the world – regardless of how far they travel. Needing to visit different nations to expand information was the most noteworthy positioning spark for movement among Indian whole deal explorers as per visit Britain, while sharing of disclosure and feeling of accomplishment are among the best three inspirations for Indians visiting Azerbaijan. This is significant both as far as the human communication Indian guests are searching for (Visit Britain exhorts its travel industry to be set up for inquiries

that in English culture may appear to be nosy) yet in addition the requirement for encounters and item that gives improvement.

Most by far of explorers on the planet state that it is imperative to them to visit a sheltered goal. Notwithstanding, even by this standard, it emerges as a driver for Indians. This reflects both the way that they are a developing business sector with constrained understanding of movement yet additionally ongoing fear based oppressor assaults inside India, (for example, that at the Taj Mahal Hotel in Mumbai in 2008) and general individual wellbeing issues. This more prominent accentuation upon security is reflected reliably in research from bodies as various as Singapore, the UK and Australia. For Indians, wellbeing is something other than an expense of passage. It is an indication that they are welcome in their meeting nation. Both fear mongering and individual security added to recognitions about wellbeing yet inconsiderate treatment on the ground figured emphatically in driving that observation for a particular goal. That’s why, Indians are choosing Azerbaijan for travelling. Criminal rate is low at Azerbaijan also. We haven’t got terrorist attacks Baku or even other cities. Even we are living in war condition with Armenia, near the Garabagh area we didn’t make any touristic resorts. It’s bad effects of the war that we can’t use our 20% of lands as a touristical place.

**Table 7**



In the above table, we can see which security features are important for tourists and prefer to rest in countries where there is less terrorism. Security in Azerbaijan is at a high level. Tourists can relax on the street freely, without any danger. They feel safe in Baku.

Esteem is likewise imperative to Indian voyagers. Despite the fact that Indians will try to can hope for costs, this isn't just about expense. High total assets people specifically are set up to pay for encounters or to visit goals that convey novel encounters about which they can boast. Access to the best encounters inside spending plan (30%) or the most special encounters (23%) were the main constituents of significant worth as indicated by Tourism Azerbaijan - far exceeding the expense of convenience and so on.



**Table 8**

As far as the sorts of involvement, Indian's energy about drawing in with the world implies that they are available to a wide range of kinds of experience. They will likewise search out goals that offer the best of those encounters. Nature-based encounters, lively city encounters alongside culture and legacy encounters are for the most part exceptionally famous with Indian explorers abroad.



Climate is considered to be one of the important conditions for the development of tourism. From this point of view, tourists who prefer short-term or long-term vacation prefer the days and areas where the weather is more favorable. It also depends on the climatic conditions of the people who want to travel as tourists. In India, where the climate is warm, people are more likely to favor moderate weather conditions, and therefore, Azerbaijan, located in the temperate climatic zone, is very good for them. The geographical location, relief of the country and the Caspian Sea have a great impact on the formation of Azerbaijan's climate. Located on the border of moderate and subtropical climatic zones, and the complex relief structure here has caused a variety of climatic conditions. There are 9 of the 11 climate types available on Earth, allowing the formation of altitudes such as semi-desert, desert, forest, alpine, subalp, subnival and nival. This also allows tourists to experience many climate experiences at the same time.

High temperatures in the coastal areas of the Caspian Sea allow the use of natural and recreational resources here. Abundance of solar energy in the summer months of Absheron, Guba-Khachmaz, Lankaran-Astara economic-geographical regions creates favorable conditions for the development of beach tourism in these areas. Beach tourism organized in the Absheron Peninsula, Pirshagi, Bilgah, Buzovna, Mardakan, Shuvalan and Shikh zones, provides summer holidays for both local and foreign tourists. A network of recreational homes, sanatoriums and tourist bases has been created in these areas.

Currently, most of the tourism and leisure complexes are located close to the beach areas, most of which fall to the Absheron peninsula and the Yalama-Nabran zone. Relatively high humidity is observed on the coasts of the sea and on the sea air. According to the research, the high temperature and humidity in the atmosphere creates a sense of discomfort in people, which negatively affects the rest of the

tourists. However, the availability of favorable temperatures in both the sea and the mountainous and plausible areas leads to an increase in the number of tourists in those places.

It is one of the key conditions for sustainable snow cover in the area to develop winter tourism. Because the ski runs depend on the presence of a permanent snow cover. In the mountainous areas of our republic there is continuous snow cover, but it is rarely found in flat and foothill areas, as well as coastal zones of the Caspian Sea.

There are favorable natural and geographical conditions for the development of winter tourism on the southern slope of the Greater Caucasus, where the number of snowy days and the thickness of snow cover is high. For this reason, "Tufandag" Winter-Summer Tourism Recreation Complex has been established in Gusar administrative district and "Shahdagh" in Gabala administrative district. At present, the main purpose of these complexes is to develop mountain tourism in the country for a whole year, as well as to organize local and foreign tourists at a high level. In Shahdag and Tufandag winter-summer tourism complexes, wing and ski tracks were built, rafters were built and infrastructure was created for mountain-skiing. In addition to all these advantages, it should be noted that the lack of natural snow cover and the relative humidity of the air at the beginning of winter, reaching 80 percent, require additional equipping of mountain-skiing roads with artificial systems.

In the same way as voyagers from other developing business sector nations, Indian explorers are aware of having earned their prosperity and are progressively perceiving their monetary power. Perceiving their uncommon needs, for example, diet, is significant. They will be quick to attempt neighborhood nourishment

however they will likewise want access to Indian sustenance (particularly amid a long outing).

Long commuting days implies that Indians are accustomed to eating later than numerous neighborhood or Western voyagers - so ensuring that they approach nourishment later at night is significant.

Prior we noticed that feeling welcome is essential to Indian voyagers as they try to guarantee that a destination is protected. In this way, as well, are the basic contacts, for example, utilizing the traditional greeting 'Namaste'.

Expanding the hand of kinship by means of such social contacts is very valued. On Azerbaijan's ongoing exchange mission to India your creator wore a sari. This was the way to opening numerous entryways with Indians who were charmed.

One significant approach issue for destinations to consider (and for movement organizations to help encourage) is the issuing of visas. The matter of access to visas was a hindrance to go for essentially all the destinations that mutual understanding on their clients. This reflects the way that Indians plan relatively near flight yet it is additionally imperative to take note of that perceptions on visa get to go to the core of making Indians feel welcome. Improving visa handling times or, better still, moving to the method of 'visa on entry' will decrease the obstructions and make Indians bound to visit. Consistency of visa times is likewise significant. Azeri visa is one of the most easy visa that you can get it by online. At the beginning of the 2018, PASHA Travel made online visa platform which called "e-visa" that tourists can get easily azeri visa in 3 hours. Making everything online is very easy and also comfortable for tourists. Also we can guess that most of the Indians are coming here within big groups, they shouldn't face too much issue for getting visa.

### **3. Specific things that making people to choose Azerbaijan.**

#### **Climate**

Azerbaijan is located in a rich region with unique geographical, geopolitical and climatic features. At present, the total area of the Republic of Azerbaijan is 86.6 thousand sq. Km, where 8 of 11 climate climates are observed (from semi-desert and dry desert to mountain tundra climate). The deserts are safarisers, and the peaks of the mountaineers, the Caspian seaside divers, forests and national parks are attractive for eco-tourists. In a word, colorful nature is very convenient for the development of many types of tourism. At present, there are 14 national nature reserves in the country (Gyzylagac, Zagatala, Turyanchay, Pirqulu, Shirvan, Beshitchay, Garajazi, Ismayilli, Garagol, Ilisu, Shahbuz, Eldar sham, Mud volcanoes group and Korchay), 8 national parks (Ordubad, Shirvan, Lakes, Hirkan, Altiaghac, Absheron, Shahdag and Goy-lake) and 22 dams (Garayazi, Sheki, Lachin, Ismayilli, Gusar, Gizilca, Gubadli, Zuvand, Shamkir, Barda, Korchay, Bandovan, Gil Island, Little Red Crescent, Dashalti, Gabala, Arazboyu, Gakh, Ordubad, Hirkan and Zagatala) operates. At present, national parks make up 3.1% of the country's territory. The total area of Azerbaijani forests is 989.4 thousand hectares. This is 11.4% of the territory of Azerbaijan. Azerbaijan has gained fame throughout the world with its beautiful beauty, rich natural resources, flora and fauna. There are about 4500 species of high plants included in 125 chapters and 930 species. Mineral water deposits, which have a special place for the importance of treatment in the population, are concentrated in 200 groups, with over 1,000 natural exits recorded. Azerbaijan has rich hydrocarbon reserves. The widespread Naftalan carbohydrates are used to treat various diseases. Istisu mineral water in the Kalbajar district is superior to the famous Karlovy Vary waters for a number of parameters.

Nakhchivan's Badamli, Sirab and Vaykhir mineral waters have also gained fame in the region. The territory of the country can be likened to a huge truncated trunk towards the Caspian Sea. That is why all rivers of Azerbaijan flow to the Caspian Sea. Some of the country's main rivers, such as Kura, and some of which are the biggest arm of Araz, are striking. There are about 250 lakes in Azerbaijan. Goygol, surrounded by forested mountains, at the foot of Mount Kepez, is 1,556 m above sea level. located above. The largest lake in the world, the Caspian Sea (surface area of 37,800 sq. Km) is unique to its origins and has rich biological variability. 1,332 species of sea fauna are found here. There are 111 species of fish in the Caspian, including sturgeon, wormwood, dunay syrup, bark, herring and so on.

## **Culture**

Azerbaijan has an interesting historical and cultural heritage. Five thousand years of statehood, historical invaders and traces of three religions (fire, Christianity and Islam) remain on this heritage. The number of local, national and world-wide protected monuments in Azerbaijan with a great cultural tourism potential has reached 6,308. Recent findings show that this list will reach 7,000 [3]. Numerous historical and cultural monuments have been created in Azerbaijan. These include the Icheri Sheher, Chiragqala, Gobustan, Kashishdag, Khinalig, Nardaran, Shusha, Sheki, Lahij, Zagatala, Basqal, Ganja, Gazey's Avey, Gabala, Ilisu, Ordubad's Gamigaya, Sharur's Arpachay, Ordubad, Gulfstan "The devil's" Chiragqala ", Davachi's" Shabran City ", Hajigabul's" Pir Hussein Khanagah "and others are examples of state culture and ethnographic preserves.

The geographical climate of Azerbaijan is favorable for the development of many tourism types. Winter tourism in mountainous and foothold areas, availability of healing resources, peculiarities in the northern and southeastern parts of the forest,

natural resources, rare trees and animal species all have the potential for tourism development. Shikh and Devechi in Absheron, Galaalti in Devechi, Turshsu in Julfa therapeutic waters in the Djulfah Duzdag, Talish Mountains, thermal springs in the foothills of southern and northern shores of the Caucasus, mud volcanoes, and Naftalan's therapeutic oil create vast opportunities for the development of therapeutic tourism in Azerbaijan. These therapeutic centers are welcomed by local tourists. Mud nervous system, respiratory tract in salt caves and so on. People are using the disease to treat it. Promoting these areas internationally will increase the number of tourists coming to the country for medical purposes. There are over 6,000 historical monuments in Azerbaijan. Among these monuments are the Islamic Period, Christianity, Atheism, and ancient religions that can be restored and promoted in the number of tourists. Rock paintings on the Gobustan caves are attracted by tourists and show the ancient history of this country. It is not a coincidence that a great part of the Great Silk Road passed through Azerbaijan in the ancient times. Old caravanserais, baths, castles, temples, castles remain on the Great Silk Road. However, many of these monuments are not in good condition because they are ignored. Unfortunately, some historical monuments were destroyed during the Russian occupation and as a result of Armenian terror.

Many monuments have been destroyed by long-term neglect. In particular, some historical monuments in Baku were illegally destroyed during construction. Restoration and introduction of historical monuments will play an important role in attracting tourists interested in history. Our historical monuments are protected by the Icheri Sheher, the Maiden Tower, the Shaki Khan Palace, the Mumina Hatun Mausoleum, and UNESCO. It is an important step in introducing these monuments in the world. Taking into account the fact that Azerbaijan has a favorable geographical position, it is of great importance that the ancient Silk Road passage

through the territory of our country takes place in the western-eastern, north-south tourist routes of the country. One of the important steps in promoting the tourism potential of the country is in recent years

The Silk Road Biking Tour from Istanbul to Beijing was Azerbaijan's proclamation in the "Traces of XV century traveler Afanasi Nikit" from Russia to India. One of the main problems facing tourism system in Azerbaijan is the low number of tourism days. This factor also influences prices. Because of the low number of tourist days, prices are high. This, of course, has a negative impact on the number of tourists. Tourists are turning to cheaper countries. Despite the fact that Azerbaijan has 9 out of 11 climatic zones, this potential is still not used properly. If tourism infrastructure is built in accordance with Chapter 4 of this year, there will be an increase in the number of tourists, which will lead to further development of tourism.

It is difficult to say that the history and nature conservation policy is covered by thought-proven use-tourism services. One of the main challenges ahead is to ensure the development of cultural tourism in national parks and in the history and culture of ecotourism.

## **Human**

The central element of the tourism activity is the Azerbaijani man who is a hospitable, tolerant and has powerful culinary culture. The fact that Azerbaijan is at the crossroads of East and West, the existence of three major religions in this region is of great importance in shaping the high tolerance of the population and the culture

of hospitality. Hospitality and tolerance among the characteristic features of the Azerbaijani people are a very important opportunity for tourism. Hospitality is one of the most important factors in the tourism industry of Azerbaijan. The transformation of the hospitality culture into a tourism culture in tourism can give a boost to the development of tourism in the country. In particular, tolerance is a valuable quality that will be presented to the world nations as an important value of the Azerbaijani people. In the capital of Azerbaijan, Baku, it is possible to fit monuments of three great religions into one photo, which is the most urgent issue of the planet in recent times. The Azerbaijanis are the people who live in real life, not the so-called power of difference. The history of Azerbaijani national cuisine is as old as the history of the people. The Azerbaijani culinary combines both its historical roots and peculiarities, as well as features of the region, and quite different from others. Azerbaijani dishes are also popular in the world with high taste-full qualities. Taste and preparation of Azerbaijani dishes, as well as dark spice and additives, close to cuisine. The beautiful nature of Azerbaijan, its rivers, lakes, and the Caspian Sea have created a vast and unprecedented national cuisine. This national cuisine offers a great opportunity for the tourism industry. Here you can add high-calorie meat dishes, expensive fish dishes, vegetarian and vegetable-based greens and vegetables. It is remarkable with local wines, mineral waters, local acids and sweets.

#### **4. New channels for selling tourism products.**

The continuation of promoting the advertising of the product, to the mass of the population, is the sales path. The tour operator determines sales channels to sell



the product he has prepared. Turoperator sells the product primarily from its office to consumers. Direct sales allow the customer to offer different types of products, if the customer is any customer or group of consumers, there may be some changes in the tour program offered at the customer's request (eg, with a hotel cottage, one excursion can be replaced, the food is not in the restaurant in nature, etc.). This elasticity is made to avoid losing customers.

In order to sell the product, it is advisable to conduct information for those responsible for large businesses. It is possible to conclude service contracts with large enterprises and offer their employees discounted prices.

Modern information and communication technologies are rapidly developing. However, it is widely used in recent years to offer opportunities for society and the development of the economy. One of the main goals of the Internet at the modern stage of its development is to help people in search of business partners, employees and production facilities. Recently, even the smallest organization has such an Internet presence. Some companies offer their products and services online. In modern times it is impossible to imagine society without terms such as "Web site", "Chat", "E-mail". The results of recent studies show that the application of Internet technologies in marketing is of real economic importance. This allows companies to reduce their costs on the one hand and increase profitability on the other. The role of internet marketing in the modern state of information society building is increasing. The application of Internet technologies to the economy has created great opportunities not only at the level of individual enterprises, but also on the macroeconomic level. The emergence of the new economy began to be observed not only in microeconomics but also in the restructuring and improvement of economic relations in general. The advantages given to the Internet by enterprises are:

1. Cheap communication.
2. Interesting information.
3. Ability to reduce in-house technical and administrative costs.
4. The availability of information systems that enable the company to create an attractive image on the Internet.
5. Save considerable time spent on information search.

Sellers can be sold by e-version. Electronic sales network has been widely distributed in foreign countries. It is possible to make offers and receive a request by contacting the customer with face-to-face contact with the IRC system. The employee of the travel agency asks for a confirmation or confirmation within a short period of time, or by contacting the customer with an alternate offer. The customer must pay the tour within a specified period as a confirmation confirmation. At the same time, it is possible to book tours directly on-line, pay for orders and get a tourist voucher. If the payment is not made within a specified period, the voucher is deemed to be invalid. There may be certain delays only if a visa is required for the customer.

Electronic sales of tourism products have recently become vast. Especially in European countries this indicator is considerably improved. In Germany, one of Europe 's largest travel markets, almost 70 per cent of homes are PC (Personal Computer) .In 2011, Germans have 25 million Internet access, In this case, they will leave behind England and Scandinavian countries in this area. In the modern era, well-known chain hotels and airline companies spend a great deal of money to increase their internet sales. That's why they offer additional benefits and bonuses.

Improving stocking programs, allowing product and sales services to be upgraded. For this reason, it is necessary to be aware of the new computer market

programs and be the participant of the hotel room reservation system. The most ambitious program is the Amadeus program. The Amadeus reservation system was founded in 1987 by Air France, Iberia and Lufthansa, one of Europe's largest airlines, and also 25 smaller airlines. At present, it is considered as the world's largest reservation system and its center is located in Erding, Germany. The Marketing Department is located in Madrid and Nisse. Amadeus has been set up in the American market several years ago by acquiring a "System One" computer reservation system. In addition, the Amadeus system is a leader in South African countries. At the moment, it strives to attract southeastern Asian positions. Amadeus has been operating on the Russian market since 1994. More than 2,000 terminals have already been connected to this system in Russia. Moscow, St. Petersburg and 70 regional centers. This program includes sections such as Aviation, Automobiles, Hotels, Insurance. At this time, the customer will be able to learn the charts of airline flight journeys, book air tickets, bookings in hotels and guest houses. and so on. as well as access to important information.

Tour product sales can be carried out by the Tour Operator (TO) through the city and its offices in different parts of the country. However, this type of network storage can only be accessible for large CTRs, as it requires substantial costs and controlling some difficulties. Therefore, it is more advantageous for the product to be sold by retailers and even smaller retailers. The Turagents (TA), in exchange for their commissions, cooperate with different CUs to carry out their sales activities.

In order to increase sales by attracting customers, CU can make distinctive additions to the tours it offers: a more comfortable accommodation, a more intensive excursion program, a proposal to go to the theater or sports competitions, and so on.

It is desirable to make several variants of one route: to increase or decrease the duration of stay, to place in the houses (families), picnics instead of hotel, as well as to create special touristic routes: "Carpet Tour" - carpet making, carpet museum, organizing meetings with carpet-makers, traveling to wine-making plants, grape fields, wine-selling shops by offering tourists a "Wine Way" route, tastings; By introducing the "Alexander Duma" route, it is possible to get acquainted with the places and places of the famous French writer in Azerbaijan, to taste the local culinary, etc.

Infotarity has been widely used to expand sales. Infotours are being held to organize mass sales of new routes. There is also a separate information on each tourist form. It is possible to attract tourists from our country, who do not work with that country or work in that country of the country, by organizing infotariums abroad. Domestic tourism can be promoted by inviting both local and foreign tourists to tourism regions of Azerbaijan.

The tour operator invites tour guides to show them the route's capabilities. Most of the accommodation facilities are displayed to the participants during the infotour. Participants will get acquainted with a 4-5 placement facility in the immediate area within a day. The next day, they go to another area (typically by car) and get acquainted with the various types of placement objects here. Tourist resources of the destinations are also shown during infotour.

Infotourists, who are directly familiar with the opportunities of the area, sell their products to customers in this direction. In most cases, the participating companies pay a portion of their income from the clients they send in this direction to the tour operator, which is the organizer of the event, according to the agreement reached beforehand.

The organizer of the infotour may also be a temporary unit of a newly opened recreational complex and accommodation facilities. The aim is to organize a cooperation between the new destinations.

The purpose of holding infos is not to earn a living. During the organizing of the infotrates, the participants should be provided with full nutrition and preferential fishing tariffs. Mass media representatives are often invited to this kind of informatics. The aim is to provide detailed information on new destinations, their leisure conditions and opportunities in the media. The Ministry of Culture and Tourism of the Republic of Azerbaijan promotes the preparation and implementation of information for the development of domestic tourism.

Families such as infotours are also commonplace. The main purpose of the Famtrips is to promote the cooperation with foreign tour operators in the future of the other tour operators. The main objectives of the famtrips are:

1. To represent their country with foreign visitors with maximum efficiency (promotion of routes, excursion bureaus, resorts).
2. Introducing the possibilities of local tourist service providers.
3. Presentation of opportunities and advantages of cooperation with the famtrip organizer.
4. Creating opportunities for communication and acquaintance of travel participants.

Both infotours and famtrips can be divided into ad routes and touristic tours, depending on the route of the route and the route itself. At this time, advertising-related infotours and famtrips are widely used in the tourism markets of the regions. Their main purpose is to present the possibilities of changing tourist service

organizers every year. Dating-type tours are often used for tourists in the new direction and in the development of new species. The main goal of the acquaintance characteristic is to study the characteristics of recreation in resorts (tourism potential of the resort) .Therefore, there are more excursions in familiarity tours and business meetings with tourist service participants.

Along with the market product, the development of a new tourist product is of utmost importance. The buyers are waiting for it all. The new product always delights people. Because people's tastes often change, new technology and new opportunities create a new product. Tourists are waiting for exciting and sometimes unique or unusual tourist products with high levels of understanding. Certainly, competitors are trying to keep out of the market so they can create such products. Innovative product innovation is a creative activity and is highly valued in commercial terms. The logic of the market economy is as follows: "Quickly adopts innovations in competition, prepares new products and wins the market ahead of competitors." When launching the new product, you need to conduct a competent information and advertising company. Holding such a company will soon lead to recognition of the product in the market. They take interesting steps to attract buyers with new ones. These measures can be different. For example, presenting not too expensive gifts. In the case of a donation, a small baggage insurance package, classification, plan, catalog of the company, information on closed routes and a note are presented to the tourists along with the car crankcase. The price of each gift does not exceed \$ 10, and the effect will be the new tourists who want to buy the product. Some companies offer tour packages as a gift bag for the company's emblem. Personal meetings are an indispensable factor in persuading the buyer to be beneficial to the customer and to encourage him to buy this product. If necessary, such meetings can also be held in targeted audiences. When tourists move, all

citizens look at the bag with the company's logo and think about traveling and recall the firm.

Thus, when preparing and marketing a new tourist product, it is necessary to base on scientifically-motivated arguments and the results of marketing research. Individual meetings and sale of tourist products during the conversation are widely used in practice. All employees of the firm are involved in the role of dealer in communication with the customer. This communication becomes possible through phone, mail and personal interview. An abstract characteristic of the tourist product, it's difficult to imagine, requires special behavior from the staff. Personnel should be able to build trust, confidence, and intelligent advice. Client setting requires great skill. His subsequent sincerity and open communication depend on this acceptance. Depending on the ability of the customer to freely pick him up and take the seller's attention to him, a friendly form of communication arises. During the conversation, the seller must make himself cheerful and arrogant. The merchant's not only optimism, but his outward appearance is also very important. Its clean and elegant dresses also affect the buyer. The seller should be careful and loving the conversation. The merchant and the buyer are the participants of the tourist market. But their purpose is different: the merchant's goal is to sell their product at a very high price and get a lot of revenue, and the buyer's goal is to get the tourism product at a cheaper price and pay for the journey. are balanced on the basis of laws. The development of a tourism product development program is one of the state tourism regulators. Planning of tourism is done to prevent its chaotic development and to determine its economic effectiveness. It is known that tourism has a strong impact on the economy. But tourism is not a drug for all "troubles." For example, a large amount of investment has been made and a modern recreation center has been built, but there is no rest. So the center was not well planned. Perhaps the leisure center is

far beyond the tourist market, the type of recreation does not interest tourists, or the price of the holiday does not match the tourist's potential. Or, maybe, the advertising-information business is not well established. With buyers during the development of the tourist product tourist company should prepare advertising information magazines to keep in touch. The most important of them is the tour operator's catalog. This catalog contains all the information about tours. Booklets and catalogs are very convenient for agencies and clients who are not computer technicians. The Tour Operator should send the catalogs it has created in a timely manner and to the agencies it cooperates with. Large-scale tour operators each year produce detailed catalogs of their tours. These catalogs are made in two ways: one for general use, color photographs, and the other for use only during business hours for tourists. In the latter, there are color images and illusions. The large amount of color catalogs in the general form is great, with many advertising, information, photographs, and lots of illustrative materials. There are no such materials in the work catalogs prepared for agencies. There you will find information on the schedule of the tours, the price of the transport, the schedule of the transport, the wholesale discounts, the amount of tickets assigned to tourists, and the organization of other tours. Sometimes tourists are required to provide this information in more detail and to find out where they can find additional information in the catalog. Materials that are printed in catalogs need to be treated very seriously. Above all, these materials should be prepared on a very competent and professional level. To get a tourist catalog remotely, he and his company name in capital letters on the first and last pages. Here's the name of the country.

The main task of marketing is to provide people with the goods and services needed at the right place, at the right place and at the right price. Tourist enterprises should carefully study the purchasing power of their products. In particular, they



should keep the product preferences in the spotlight. It is known that there is a basic and supplementary tourist understanding in practice. The main touristic product is a collection of standard tourist services, which is sold to tourists in a package like "pekidj tur". As with the sale of goods, the tourist product has three levels: the product of my idea, a real-made and high-quality product. Tourist enterprise should be a helpful all-round supporter of friendly relations with their customers and should try to benefit them a little. To create such friendly relationships, we need to provide customers with quality and operational services, deliver timely information on their time, provide advice, and create informal communication relationships. The tourists need to reinforce the position of the product, carefully monitor the behavior of customers and act in accordance with it. From a competitive point of view these actions create new opportunities for the tourist enterprise to strengthen the position of its product and to create its image.

Everything starts from the name. If the firm's name, trademark and emblem are attractive, customers will treat it with confidence. By using or compiling a good salesperson, most of the tourist companies earn a good reputation and earn a lot of revenue. One of the most important issues is the preservation of the high image in the exhibition activities of the renowned firms. Those firms are reluctant to exhibit at the exhibitions, so they collaborate with famous and talented partners.

Involving buyers and paying for a certain segment of the market is a fundamental concept of tourism marketing. Creating the image of a tourist product is intended to create a positive feedback from the competitors' product on the tourist product in the imagination. This creative process has an impact on the buyer's consciousness, and this product is a product that he has long sought and is a product suitable for him. Every tourist enterprise knows the negative and positive aspects of its product. The price of any product in the market is 2: the real and the market price.

Real price is the price given to the product at the previous sales stages. Market tension is the assessment that the firm has to offer in its product. This price depends on the position of the product in the market. The price of a tourist product may be somewhat different in one segment of the market. Therefore, the position of the product in the market is closely linked to the division of the market into segments.

## Conclusion

Thus, tourism enterprises should work together to create any tourism product. Here, all businesses participating in the product design are part of a chain. A smaller nuance of each venture can prevent the product from developing and selling. Tourism enterprises are unable to meet the needs of tourists alone. A hotel, a train, or a plane can't create a tourism product alone. For this reason, marketing of tourism should create a tourism product in different places. In order to implement each tourism product, it is necessary to investigate the information and advertising factors in particular. At this time long-term sale of this product can be ensured if the market capacity of the product to be offered to tourists and the possibilities of attracting its customers. It is important to note at any nuance that tourists' demand is always to be

taken into consideration. Because this requirement plays a major role in the acquisition of tourism products. For the second time when each tourist travels to an area, this product looks unattractive for him. Therefore, it is necessary to use the product renewal policy.

It is important to develop tourist products offered to tourists for the development of tourism. Because of the great success of tourism in tourism and the quality of tourism products. At the same time it is necessary to ensure that the price of tourism products is attractive and attractive, attractive for foreign and foreign tourists, and to ensure that the quality of the product is consistent with its price.

It is possible to conclude that the current recreation and tourism potential of Azerbaijan, favorable climates, rivers, rich nature, historical and cultural monuments provide services to tourists here. Thus, the tourism products of the proposed services should be in line with the demand of tourists and the advertisement should be properly organized. There are many opportunities for the development of tourism in Azerbaijan. It is important to emphasize that Azerbaijan is a new area of interest for people living in the world. Rich in the history of the country as well as cultural monuments, as well as the fact that the richness of recreation centers should become the main criterion for turning into Azerbaijani tourism. Located at the intersection of Europe and Asia, the compositions of eastern and western elements add a mysterious air to Azerbaijan. The main issue here is to complement the factors that can be a tourism product and, most importantly, to ensure their advertising is properly maintained.

For example, it is possible to create a new tourism product in connection with the Novruz Holiday which has been preserved since ancient times in Azerbaijan. So, this holiday is celebrated in many Turkish-speaking countries. For this purpose,

services related to Novruz Bayram can be offered. At the same time, selling national souvenirs to tourists brings a lot of benefits to our country, offering to get acquainted with national kitchen samples. The main issue is to propagandize this holiday, which will be a novelty for many countries, and to prepare suitable packages for it.

In addition, in recent years, it is important to emphasize the policy aimed at the development of winter tourism, especially in the direction of tourism development in Azerbaijan. I think that in recent years, the creation of a summer sports tourism center in the northern region of Gusar and Gabala has contributed to the attractiveness of foreign tourists in the beaches and mountains, especially in the warm climate. Thus, if we achieve a slight increase in services, these tourists will be able to reach tourism destination in Turkey, which is closer to Turkish tourism market. Because of the involvement of Indian tourists in our country, we need professional staff in this area. By selling only tourism products, we can not increase our sales. The service offered by Indian tourists will increase the sustainability of this market. Therefore, it is important to be trained in this area and to work with specialized staff. The forecasts show that the direct flights between Azerbaijan and India, scheduled for October-November 2019, are expected to increase.

Thus, in the case study, we come to the conclusion that, as in many countries, the importance of tourism products in our country is increasing day by day. To achieve comprehensive development of the Azerbaijani economy, the tourism industry is capable of competing with the oil and gas industry. For this reason, there are all opportunities in our country. For this reason, tourists who develop religious tourism, winter tourism, beach tourism and other tourism areas can be presented as tourism products in our country.

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