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*Managerial information technologies in service sector with the example of
hospitality industry*

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ABSTRACT

In accordance with the aims and objectives of the study, the work consists of an introduction, three chapters, conclusion and a list of literature. In the introduction, the choice of the topic and its relevance are justified, the goals and objectives of the research are formulated, and its subject and object are defined.

In the first chapter, we discuss hospitality industry concepts and features of hospitality industry and historical development. We have looked at places where people are more popular in our country and which areas of tourism are superior.

In the second chapter, we look at the overall state of the tourism sector in Azerbaijan through the methodological analysis and classifying the hospitality industry.

Finally, in the third part, we have examined the importance of information technologies and e-commerce in the tourism sector and the interest of our country's tourism consumers to e-commerce. Our research objective is studying the interest of people in the field of tourism in Azerbaijan, exploring what people prefer most at leisure facilities and implications of information technologies in this sphere of economy.

INTRODUCTION

The global competition environment that we are in, together with other businesses, pushes service enterprises to use information-communication technologies (ICT) technologies more intensively. Competition tools (quality, speed, cost, etc.) are increasing and differentiating. The latest developments in information technologies (IT) offer new opportunities in the fields of marketing, management and publicity for businesses and different directions in the tourism sector and provide a competitive advantage. Accommodation establishments, airline companies, touristic destinations, travel agencies have started to take advantages of IT. Accordingly, the increase of internet usage has led to a new dimension in e-commerce industry. In the tourism sector, which has a labor-intensive structure, we can talk about two things that are constantly changing: human and technology. Fifty years ago tourist behavior and the current tourist behavior are not the same. However, the tourism sector has been able to adapt to these changes related to human behavior. On the other hand, computer-based technologies, information systems, databases, communication lines, new opportunities created by management and operating software programs and electronic communication opportunities facilitate activities in the tourism industry.

CHAPTER 1. THEORETICAL ANALYSIS OF THE TOURISM SECTOR IN AZERBAIJAN THE NEED TO USE INFORMATION TECHNOLOGY

§1.1 Hospitality industry concept and features and historical development of hospitality industry

Hospitality and tourism enterprise are associated with each other. Tourism is a major source of income for many countries and affects the economy of the host country. The amount of tourism in the world is increasing. So, the number of tourists in 2018 exceeded 1.4 billion [UNWTO]. This is a record indicator. Tourism does not just mean leaving the borders of the country. The hospitality sector is a sector that consists of businesses that meet the temporary accommodation, food and drink, entertainment and some other social needs. The reasons for travel, the type of travel, expectations, income levels and tastes of the tourists benefiting from this sector are very different and the establishments that make up the accommodation sector are very different.

There are two types of tourism: international and domestic. Although tourism is more international, the importance of domestic tourism is too great to be ignored. In order to be able to integrate the country into the global tourism market, it should first promote domestic tourism. According to the International Tourism Organization, the tourist's announcement is as follows: it is considered a tourist who travels for entertainment, business or other purpose beyond a permanent residence. The main components of the tourism system are: placement, food and beverage services, leisure and entertainment, transportation, information services.

People are known to travel for different reasons in every age of history. However, the development of industry, increase in per capita income, increase in welfare level, and increase in people's free time have given tourism a very different direction. Especially in globalization it is important the need for accommodation, who are directly and indirectly dependent on the tourism movement producing or marketing the goods and services they establishment, development and forming of

all tourism industry. It is known that one of the most important components in tourism sector is hospitality industries.

With the rapid development of tourism, the number of accommodation industries is increasing. In this case, hotel operators in market are competing to meet the needs of consumers and to perform many services. Tourism and hotel operators are responsible for providing various services to customers with different tastes. People have traveled for different reasons in every age of history. Nowadays, the development of industry, transportation and communication technology as well as the increase of prosperity create big interest in this field.

Hotel businesses are different from other commercial and industrial enterprises because they are must provide people with the service. These features are briefly as follows:

1. *Hotel businesses are the labor-intensive enterprises.* A reason for this is that the service offered in the hotel business cannot be mechanized. Like other commercial and industrial enterprises, it is not possible to automate the hotel business. What is important in the hotel business is not just physical satisfaction. Psychological satisfaction is also very important. Service at hotels and also psychological satisfaction can be achieved through people. Therefore, hotel management is labor-intensive sector. Considering this situation, the employees who work in the hotel businesses should be knowledgeable, skilled and qualified.

2. *There is no time limitation in the activities of hotel businesses.* Hotel businesses are qualified to satisfy their customers and employees who understand human psychology.

3. *Sale of services in hotel establishments starts with the arrival of the customer.* That is why marketing should show itself here.

4. *All accommodation industry businesses, including hotel businesses, are affected by the situation in the country.* The events such as war, earthquake, terrorism

and the economic and political situation in a country closely affect the hotel business. Tourism demand is immediately affected by fluctuations in tourism since it depends on economic and political conditions, which are difficult to predict in advance. This feature also greatly increases the risk of the industry.

5. *Hotel management has a dynamic structure.* Although labor-intensive, hotel businesses should follow technological developments. According to this, production is carried out with both labor and technological tools. Accounting package programs, front office package programs can be an example.

6. *Whether hotel businesses are successful or not, is also about how coordinated the business departments work with each other.* In order for the hotel business to succeed, the departments must act together.

7. *Hotel businesses, like other accommodation establishments, require large capital.* Approximately 85% - 90% of this capital is composed of fixed assets and the remaining 10% - 15% is composed of current assets. Therefore, depreciation expenses in hotel enterprises are generally quite high. Large capital is needed in the tourism industry, especially because of the high cost of establishment of the hospitality industry and service.

8. *Sales in hotel businesses are generally in advance, and credit cards are widely used in payments.*

9. *The changes in the preferences and habits of the consumers in the tourism market in short period of time oblige the tourism companies to change their assets without changing their economic lives.*

§1.2 Historical Development of hospitality industry

The history of the hospitality industry is quite old. In 3,000 BC, Egyptians provided accommodation and catering services to those who visited the pyramids.

When the Roman period was examined, it is known that there were hotels operated by priests to accommodate travelers. It is noteworthy that the caravanserais in the east and the inns in the west served in the middle Ages. While khans had private businesses, foundations or institutions operated caravanserais. At the end of the 13th century, France and Italy commercialized the accommodation service provided in these places.

However, the technological, economic and social regression of the Eastern countries in time and the West's continuous development in these issues made it possible for the West to move forward in the hospitality business. The best example of this is the UK, which started to develop in the 18th century. Inns in the UK have to open their own home to travelers.

Hospitality management for aristocrats in the UK had also led to low-income individuals in the United States and has been instrumental in the development of mass tourism. In the United States, hotels were located near the ports, unlike the ones built on the road in England. American hotels, similar to those in the UK in the beginning of the houses were converted to hotels in the beginning of the 18th century. Iyle City Hotel, which was established in New York in 1794, is an example of hotels located near the port due to its being the first building for hotels.

After the war, as well as the tourism industry for the hospitality industry has been an important development. The aircraft, which was once used by a very small number of people, had appealed to more people. In this way, individuals had the opportunity to travel to more remote places. Again, the right to paid leave for employees was an important point for the hospitality industry. Due to the increase in mass tourism, hotel service supply was insufficient. For this reason, larger hotels had been built and the hotel industry had progressed further. However, this situation continued until the late 1970s and early 1980s. In the 1980s, hotels started to be opened without adequate inspections. Many hotels were unconsciously opened and operated in this way. However, the oil crisis in 1978 was separate from the national

economy, and the accommodation industry was hard to find. After this event, there have been serious changes in the hospitality industry [Spichtinger, 1984: 30 – 33].

§1.3 Classification of hospitality industry

Tourism activities for various purposes can be classified as follows:

1. *Recreation tourism*: travels made for the purpose of rest.
2. *Cultural tourism*: historical monuments, museums, etc. travels made in order to see.
3. *Social tourism*: visiting relatives, spending honeymoon, travel trips, etc.
4. *Economic tourism*: these are the trips made to attend or visit exhibitions or exhibitions.
5. *Political tourism*: traveling politicians, political leaders.
6. *Sport tourism*: travels to participate in or follow sporting activities.
7. *Religious tourism*: religious travel to sacred places.
8. *Health tourism*: traveling for treatment.

Hotels also can be classified as follows:

1. **Hotels by location.** In this classification, hotel businesses are grouped according to the location of the settlements, the natural resources that may be the subject of tourism and their presence near the transportation routes terminals. As an example of this classification, hotels established in city centers, hotels established in areas where thermal waters come to the surface in natural environments and hotels located near the coast, airport, port, station, terminal can be given. According to the type of services offered by hotel business: this classification is made according to the other

types of services they offer as well as accommodation. For example, only hotels and apart-hotels offering accommodation services are included in this classification. On the other hand, hotels that are structured in terms of entertainment, leisure, health, sports and congress services are also considered within this classification. In another approach, hotel businesses are classified as public and private sector hotels. Accordingly, thermal hotels, mountain hotels, city hotels, resort hotels, congress hotels, coastal hotels are classified as another form of classification for the hotel business accommodation service.

2. **Hotel management by size.** The basis of this classification is the number of rooms and the variety of services they have. According to an excellent classification of hotel businesses smallest, small, medium and large are divided into four groups.

Hospitality industries are basically divided into according to their accommodation purposes. These are briefly:

- **Central Hotels.** This type of hotel business is seen especially in European countries. Private houses have been converted into hotels and offer breakfast as well as accommodation. These hotels usually meet short-term accommodation needs of local and foreign guests who come to the region with business people.
- **Coastal Hotels.** Coastal Hotels are considered for domestic and foreign tourists who stay for long-term vacations, relaxation, sea and sun.
- **Mountain Hotels.** These hotels are hotels that provide accommodation for local and foreign tourists, especially for winter sports, relaxation and mountain air. These are permanent and seasonal hotels.

CHAPTER 2. THE NECESSITY OF USING INFORMATION TECHNOLOGY IN TOURISM SECTOR

§2.1 Economic importance of hospitality industry in Azerbaijan and regions with high tourism potential

Domestic tourism is divided by the redistribution of national income, economic stability in the country, development of regions, and development of related industries. In this context, Azerbaijan turned to tourism as an alternative source of income after the decline in oil prices.

This study examines the tourism potential and tourism activities in Azerbaijan and how these activities can affect the tourism sector in the country. On the other hand, it is trying to examine how tourism activities in Azerbaijan change from past to present and how this changes affects development. Especially with the dissolution of the Soviet Union, the international system has entered into a new formation process. Thus, Azerbaijan, which gained its independence, took its place in this change. After the collapse of the Soviet Union, like all other sectors in the country, the tourism sector has also changed. However, this changes can be considered positive for the tourism sector. Because of the closed-country position during the Soviet Union's existence, Azerbaijan has not been able to make enough use of its potential tourism opportunities.

Many regions of Azerbaijani territories have very important characteristics in terms of tourism potential. In particular, the northern part of the Apsheron Peninsula and the Caspian Sea coast, Guba-Khachmaz, the Lankaran Plain, the Central and the Western Region have higher potential in terms of tourism potential. The main characteristics of these are mentioned below.

Apsheron Peninsula. Natural conditions, warm climate, warm and clear sea, fine sand beaches, slurry and healing waters used for therapeutic purposes, and development in terms of transportation and infrastructure make Apsheronone of the

most important areas where recreation complexes can be created in the country. Most of the qualified sanatoriums in Azerbaijan are already here.

Thus, there are many major resting centers on the cardiovascular, nervous system and gastrointestinal diseases. On the other hand, this peninsula is a camp center with the highest concentration of children's-youth parks in Azerbaijan. In recent years, health activities were initiated to improve their dormitories and to make new ones. In the thermal tourism of the Apsheron Peninsula we can count Surahani, Shih, Bilgeh, Buzovna, Pirshaha and Merdekan have great importance in terms of hydrogen sulfide water resources.

Guba-Khachmaz. Guba-Hachmaz, located in the Northeastern part of Azerbaijan, is one of the recreation-tourism regions with a great development perspective. The convenient transportation location of this region, landscape beauty and mountainous areas, Balayology centers of the Caspian Sea in the region of Yalama-Nabran, Gilezi-Zarat, Kalealti, Haltan and so on, mineral water resources are features that increase the recreational importance.

The forty-four-year-old Kalealti mineral water in the district of Devus, especially since the 1970s, has the same therapeutic properties as the Naftusiya water in Western Ukraine. The clean and healthier air that is intertwined with the districts where viticulture and animal husbandry develops, has led Kalealti to be recognized as a health and recreation center in a short time. During the summer months, only the number of people coming from Baku, Sumgayıt is 2000. The number of visitors coming all year is about 100.000.

Central and Western Region. According to the eastern half of Azerbaijan, the recreation-tourism sector in the central and western regions is underdeveloped. These large areas have some seasonal treatment facilities. Naftalan city, located in the foothills of the Little Caucasus Mountains, is the only treatment in the world. In addition, this city has 1500 beds and a health center that serves all year.

Naftalan treatment oil, according to the information received from Strabo, was used in wound treatment even in very old times. For this reason, many people who came for treatment in Anatolia, Caucasus, Iran and India during the said periods were taking this oil with them as mud. Naftalan attracted the attention of western countries in the second half of the nineteenth century, and in 1887, a German engineer's ointment was produced from a sample of the oil wells in Turkey. Today, thousands of Azeri and many other tourists come to the facilities in Naftalan for treatment of various diseases (lumbar, spinal cord, liver, nervous system, blood vessel, liver and gynecological diseases). In Azerbaijan, it is stated that such facilities have a daily guest capacity of 30.000 people and where 120.000 people are employed.

Shusha is well known as a balneology and climate treatment center in Azerbaijan. On the other hand, Shusa Turshsu and Shrlan carbon-hydrogenated mineral waters have been the factor increasing the recreational potential of the unique mountain landscapes (but temporarily relies on the operation of the city due to the occupation of Armenia).

In general tourism in Azerbaijan has these areas. Beach tourism, mountain and hunting tourism, highland tourism, thermal and health tourism, cultural tourism.

In Azerbaijan, starting from Baku, roads that reach various tourism areas form tourist routes are used in domestic tours. For this reason, especially on weekends, holidays and during the summer months, these roads are recognized and important in the country as well as the centers near and at the points reached. When the center of Baku is taken, some of the touristic roads and nearby tourist attractions are as follows.

Baku-Shamahı-Pirgulu. This touristic road passes through the southeastern slopes of the Greater Caucasus, and the accommodation is a touristic hotel in Shamahı and the tree houses in Pirgulu village. Shamahı is a district center with many historical monuments and ruins of ancient settlements and Pirgulu is a rural

resting place with plenty of water resources and green meadows. The astronomical observatory created an attraction here. Skiing area, snowfall in winter it is convenient to do, various tours are organized and accommodation can be made in simple chalets.

Baku-Gence-Goygol. It is the existence of Goygol Lake, as well as the historical richness of Ganja. The landslide site which is formed in the recent period is 1566 m high. The major earthquake in 1139 led to the fall of the rock blocks to the Aksu River, and consequently the Goygol formed behind the landslide settlements. There is also a national park where precious animals (gazelles, etc.) are housed. From Ganja, it is reached by a winding mountain, where there is also a small recreational facility.

Baku-Guba-Yalama. It is possible to observe both semi-desert landscape and green meadows along this road following the Samur-Devechi plain and the northeastern skirts of the Greater Caucasus. The touristic road provides access to Guba with one line and the other line to Licking. Guba became a settlement in the 15th century and became the center of Guba Khanate in 1744-1789. The city's 19th century bath, mosque, other historical mosques and old traditional houses are among the places to see. Mineral water resources are found around the city. Licking is on the coast of the Caspian Sea and is known for its important beaches and forests. Due to its proximity to Baku and the seaside, it is one of the most frequently visited tourist destinations. Tourist camps, youth camps and recreational facilities of some institutions are located.

Baku-Lenkeran-Astara. This touristic road, which usually passes through the Caspian Sea coast, provides access to Astara after Lenkeran. Since this region has a subtropical climate, beaches and beautiful views, developed infrastructure, and mineral water resources are worthwhile for the future, modern recreation tourism complexes need to be made more. It is also one of the most important touristic places in the west and southwest of the region, surrounded by the Talish Mountains and the Caspian Sea to the east. There are tourist camps, youth camps and recreational

facilities. Lankaran Plain on the Caspian Sea is one of the recreational areas of value for the future. South of the plain with its subtropical climate, sandy beaches and beautiful landscaped sites, its developed infrastructure, the agricultural sector that grows vegetables and fruits all year, allows for the creation of abundant workforce, mineral water resources, and recreation-tourism complexes. In Lankaran district, there are sources of mineral water. These waters, which are nitrogen and methane in their composition, are treated by bathing, joint, gynecological diseases, skin and cardiovascular diseases are treated .There is a 150 bed facility in Meshesu.

Tourism activities in the country are mostly for relaxation and include the coasts of Caspian Sea and hot springs. In this case, it can be said that tourism based on recreation is superior and coastal-sea tourism and widespread. In addition, some mountainous areas in the high relief of Azerbaijan have great potential for mountain and hunting tourism. To explain these tourism events in the country in an organized way we can evaluate the subject within the following sub-headings.

Holiday tourism. There are many places to stay in Azerbaijan within the framework of winter and summer tourism. The necessary sports facilities and resting places have begun to be established here. Especially in the country, Zagatala, Sheki, Gebele, Ismayilli, Guba, Ganja, Gazah, Lankaran and Astara are the most suitable places to vacation in the summer months. However, the tourism potential of these regions can be further increased by the overhaul of existing facilities and new tourism camps.

Beach Tourism. As it is known, the eastern part of Azerbaijan is completely covered by the Caspian Sea (825 km). Therefore, the country has a high potential for beach tourism and it is preferable for local tourists to have a holiday in summer. In particular, Bilgeh and the surrounding area have many kilometers of beaches. The existence of these beach areas will make a great contribution to the tourism potential of Azerbaijan.

Mountain and Hunting Tourism. In the high relief of the country, some mountainous areas (such as Guba-Hachmaz, Sheki-Zagatala, Nagorno-Karabakh, Nakhchivan regions) have high potential for mountain and hunting tourism. As a matter of fact, during the Soviet Union, “interest can tourism organization, western countries, hunting tourism, various tours were organized in the mountains of Azerbaijan. Today, in these mountainous areas there are rich forests, both hunting animals and natural beauty clean air.

Highland Tourism. Azerbaijan has 9 out of 11 climate types available in the world. Except for the polar and equatorial climates, all temperate climatic conditions are experienced throughout the year. Therefore, according to the characteristics of each season and region, conditions are very suitable for the development of highland and mountain tourism.

Having a rich history and cultural heritage, Azerbaijan has started to attract tourists from all over the world. Azerbaijan's natural resources, geographic values, Naftalan oil, old architectural monuments, unique culture, local cuisine and many other values that are only available in the world have allowed tourism to be diversified in the country. Azerbaijan is rich in business tourism, sports tourism, thermal tourism, hunting tourism, sea tourism, congress tourism, mountain and winter tourism, faith tourism, gastronomy tourism and so on, has the potential for development of tourism varieties.

In recent years, tourism infrastructure has been started to be built not only in Azerbaijan but also in other regions of Azerbaijan. In addition to accommodation establishments, villages, recreation enterprises are operating. Gafgaz chain hotel, Gabalandpark in Gabala city, Tufandag winter tourism complex, Shahdag tourism center in Gusar province are examples.

In Azerbaijan, internal tourism measurement is required to determine the volume, value and characteristics of domestic tourism and to obtain information on the touristic values of the country individually. Historically, it is the most widely

used resource for domestic tourism statistics, and is the most easily accessible resource accommodation record in many developing countries. These statistics have been developed over time and have become the main source of information for both individual tourist destinations and the whole country.

In this study, domestic tourism statistics published by Azerbaijan State Statistical Institute were used. According to the data of Azerbaijan State Statistics Board 2015, the number of accommodation facilities is 536. According to the data of Ministry of Culture and Tourism 2015, the number of accommodation facilities with tourism operation certificates in Azerbaijan is 340. 149 of the facilities with tourism operating certificate are in Baku-Absheron region. Number of accommodations, rooms in Azerbaijan is shown in Table 1.1.

Table 2.1

Number of accommodations, rooms in Azerbaijan

Year	Number of Facilities	Number of rooms
2011	508	14815
2012	514	15898
2013	530	16559
2014	535	17563
2015	536	17963

Table 2 shows the number of arrivals for foreign and domestic tourists between the years 2011-2015.

Table 2.2

The number of arrivals for foreign and domestic tourists between the years 2011-2015

Year	Domestic	Foreign	Total
2011	252175	257987	1504312
2012	252807	372117	1640863
2013	270887	395461	1674065
2014	279555	392790	1687457
2015	342497	495648	1644056

Domestic tourists have a significant share in the number of arrival to accommodation facilities. The number of local tourists reached the highest level in 2015, 2016 figures are expected to be higher.

§2.2 Methodological analysis of Azerbaijan hospitality industry

The purpose of this study is to determine how the domestic tourism of Azerbaijan is evaluated by local tourists. In this context, the satisfaction level of domestic tourists in terms of domestic tourism, how to evaluate the tourist products in terms of cheapness-cost.

It was tried to determine what the problems are in the internal tourism of Azerbaijan and what needs to be done to eliminate these problems.

The population of the study consists of people aged 18 and above living in Baku for at least 1 year. The sampling method was chosen as the sampling method. The reason for choosing this method is to conduct the survey online and fill out the questionnaire. The first question in the questionnaire was asked – “If you had a holiday within the country”, were asked to complete the survey.

Data were collected by online survey method. A total of 181 questionnaires were obtained. The survey questions were adapted from previous researches. Data collection process was carried out in April-May 2018. The data were analyzed with the help of SPSS 16 statistical package program.

Table 2.3**Data collection process was carried out in April-May 2018**

		Frequency	Percent
Gender	Male	88	48.6
	Female	93	51.4
Age	18-25	131	72.4
	26-34	25	13.8
	35-49	16	8.8
	50-64	8	4.4
	65+	1	0.6
Education	Highschool	12	6.6
	VocationalhighSchool	5	2.8
	College	7	3.9
	UndergraduateandGraduate	157	86.7
Monthlyincome	500 and lower	128	70.7
	501-1000	34	18.8
	1001-2000	12	6.6
	2001+	7	3.9
Maritalstatus	Single	132	72.9
	Married	46	25.4
	Other	3	1.7
Total		181	100

The majority of the participants were between the ages of 18-25 (72.4%), undergraduate and graduate (86.7%), monthly income of 500 Manatees (70.7%) and single (72.9%).

When the evaluations of the participants regarding the participation in the internal tourism movements are examined, it is determined that the ratio of the

people who have more than 5 holidays in the country is 64,1%, the ratio of the ones staying in the holiday more than 15 days is 30,9%, it was. Among the reasons for choosing vacation in the country, the highest value factor was recreation (49.2%). The average spending amount during the holiday was determined to be lower than 500 man (48.6%).

It was found that 50.3% of the respondents were satisfied with their holiday in the country and 12.2% were very satisfied. On average, it is seen that there is a level of satisfaction such as 3.6 out of 5. On the other hand, the ratio of those who are not satisfied is 12.7% .

Table 2.4

Participants in internal tourism movements in Azerbaijan

		Frequency	Percent
How many times did you participate domestic tourism in Azerbaijan?	1 time	15	8,3
	2 time	15	8,3
	3 time	18	9,4
	4 and above time	116	64,1
Number of days of interior tourism movements in Azerbaijan?	1-3	43	23,8
	4-6	25	13,8
	7-10	35	19,3
	11-15	22	12,2
	15+	56	30,9
With whom did you take part in Domestic Tourism in Azerbaijan?	With my family	129	71,3
	With my friends	40	22,1
	With both (my friends and family).	3	1,8
	Alone	9	5
Reasons to participate domestic tourism in Azerbaijan	Recreational	89	49,2
	Visit	46	25,4
	Business	17	9,4

		Frequency	Percent
	Health	7	3,9
	Other	22	12,2
Average expenditure domestic tourism in Azerbaijan		88	48,6
		58	32
		27	14,9
		4	2,2
		4	2,2
Total		181	100

Table 2.5

Satisfaction status in domestic tourism

		Frequency	Percent	Avarage
From your holiday in the country your satisfaction status?	I am not happy at all	2	1,1	3,6
	I'm not satisfied	23	12,7	
	Undecided	43	23,8	
	Satisfied	91	50,3	
	I am very pleased	22	12,2	
Holiday within the country do you think again?	No way	0	0	3,69
	No	16	8,8	
	Undecided	45	24,9	
	Yes	99	54,7	
	Definitely yes	21	11,6	

Table 2.6

Information sources that affect your holiday decisions

Information source	Count	Percentage
Friendly-familiar advice	121	32%

Previous experiences	93	25%
Internet	84	23%
Travel agency	33	9%
Media	22	6%
Fair	20	5%

The biggest source of information in the decision to make a holiday within the country are friend recommend. In the multiple-choice question, the most chosen answer was the friendly advice. This was followed by the previous experience (25%). Hence, tourism enterprises can make their customers happy and prefer to choose these businesses again and give positive advice about this business to others.

Although the majority of the participants were young, the percentage of those who stated that they were more than 5 times holiday was high. Those who make their holidays with their families are more common.

Participants were generally satisfied with their holidays and stated that they were planning to have a holiday in the country again. Despite this, it was emphasized that tourism services are expensive and there are many problems in tourism. The issues that the participants emphasize the most about the recommendations, the protection of natural and civil values and the necessity of gaining tourism, increasing the facilities for tourism, the arrangements on the price and hygiene of local administrations is doing. Here, natural beauty and cultural factors come to the fore when deciding on holiday within the country.

Recreation and leisure travelers are the majority. The average spending amount during the holiday is around 500 manats.

Although people see tourism services as expensive and they have problems, it is possible to explain that they are satisfied with their holiday and to think about having a holiday in the country again. In this regard, we can say the opportunities and weaknesses of tourism development in Azerbaijan.

Difficulties in the development of the tourism sector in Azerbaijan (weak sides):

- Optimum use of tourism potential in regions;
- arable economic region absence of tourism resources;
- blockade of Nakhchivan Autonomous Republic;
- occupation of 20 percent of land and economic current situation in the these regions;
- natural, historical and cultural heritage promotion;
- increased tension of demographic loading and ecology in Baku;
- transport infrastructure, some historical villages and regions have inadequate transport infrastructure and communication.
- statistical information of tourism-information centers is not enough (number of tourists, goals, placement facilities, etc.);
- domestic security, advertising-propaganda campaigns are not enough (booklets reflecting information, tourist atlases, scarcity of brochures);
- non-optimal use of beach facilities (yacht tourism, lack of opportunity to arrange traveling with the ship);
- lack of programs tours and excursions;
- as a result of Armenia's aggression, occupation of 20% of the territory of the country, conflict still remains unresolved, as well as the danger of war;
- poverty still exists in the regions (jobs restriction, etc.);
- high environmental tension in the country;
- increased scale of travel tourism in the country and interest in international services and low tourism services offered by travel agencies.

So, various types of tourism in Azerbaijan (cultural, business, health-resort, ecotourism) are in need to be built.

The superior (strong) tourism sector in Azerbaijan features:

- Presence of specific social and cultural characteristics;
- favorable climate (wet, damp subtropical mountain 8 climatic zones);
- rich historical and cultural monuments and national heritage of the country;
- buildings reflecting the East and West architecture (IcheriSheher, ancient settlements, skyscrapers, etc.);
- wide range of flora and fauna species (worldwide rare plants and animals found only in Azerbaijan types);
- customary traditions, people's hospitality;
- transit geographical position between Europe and Asia location and passage of the ancient Silk Road from this area;
- hydrological rehabilitation resources (mineral springs, lakes, rivers, waterfalls, etc.), unusual nature
- presence of monuments (mud volcanoes, caves, etc.);
- presence of national parks and recreation zones;
- development of craftsmanship and examples of handicraft art availability for demonstration:
- favorable geographical position and developing transport infrastructure (automotive, air, sea and rail);
- brand hotel networks in Baku and regions expansion possibilities;

- entertainment centers for leisure activities, food representing national and foreign cuisine presence of enterprises (restaurants, cafes).

§2.3. Significance of the implementation of modern information and communication technologies in the enterprises of the tourist industry

International hotel chains provide a competitive advantage in management experience and knowledge, brand image, joint marketing and reservation and other matters.

Table 2.8

Factors affecting the international growth process

Business Specific Factors	Country Specific Factors
<ul style="list-style-type: none"> • The size of the company • International experience • Economic development level • A strong brand • Competent administrative staff, professional skills • Global booking system • Financial resources • Global reservation system • System for training personnel • Strategic and business objectives of the company. 	<ul style="list-style-type: none"> Political and legal conditions Level of economic development Economic conditions in host country Political and economic risk Cultural differences and cultural target Market potential Touristic resources Characteristics of the local market (local entrepreneurs, current potential partners)

There are different growth strategies that hotel chains may prefer to operate and grow internationally. These can be divided into contracted strategies (licensing,

franchising, management contracts and strategic cooperation) and capital participation strategies (leasing, joint venture and full ownership).

In this study, international growth strategies of international hotel companies were analyzed and international growth strategies of an international chain hotel business were analyzed as case studies.

International growth strategies and brand image help the domestic country tourism sector. There are different growth strategies that hotel chains may prefer to operate and grow internationally. These can be divided into contracted strategies (licensing, franchising, management contracts and strategic cooperation) and capital participation strategies (leasing, joint venture and full ownership).

Licensing is a form of growth in which the licensor or the international hotel company gives one or more of the know-how or patents, trademarks and copyrights of the product or process to the licensee or the national hotel company in exchange for a certain price and payment of the licence in a particular foreign market.

Franchising. It is a form of growth in which the international hotel business gives the investor the right to use his brand in the sale of certain standardized products and services for a fee. The franchisee, who buys the franchising rights, makes investments to represent the franchiser with all its features, even though it has a separate identity and gives it the rights to a certain region, and operates under its management and control.

Management Contracts. It is conducted mutually to manage part or all of the hotel's business activity between an international hotel business and a hotel in the target market. Thus, the international hotel business can manage the hotel for a fee. The contract may also take the form of a dividend, a joint venture at a predetermined price, or a combination of these three conditions for a fee.

Strategic Cooperation – two or more entrepreneurs to establish strategic partnerships and to benefit from the partnership. In this type of cooperation, two

hotel companies come together in order to expand their mutual global assets and to support each other.

Hire – hotel chains, hotel facilities (buildings), the right to use, in return for a certain rental fee, to buy and under their own brand.

Full Ownership Strategy. The full ownership of international hotel businesses is establishing a new business or buying an existing business. In this situation, both owner and manager holds ownership. Each growth strategy has different levels of operational control, financial investment and potential risks in terms of enterprises.

Tourism positive effects to national income, creating foreign exchange, contributing to employment, causing infrastructure development, increasing public revenues and regional global integration. In terms of developing countries, tourism is an event which creates a foreigner who is strongly needed, enhances employment opportunities and brings a modern lifestyle to these countries [Schneider, 1976]. It is possible to summarize the positive effects of tourism in the general economy as follows:

- Stimulating effects of investments,
- Impacts on national and regional development,
- Foreign exchange earning effects of tourism,
- Personal income enhancing impacts,
- Employment-generating and enhancing effects,
- Effects on the change and development of economic structure,
- Increases the local and central cams.

This market can be considered as a developing market. It is known that the tourism market is very complex compared to other markets because the product of this market is not sold directly. Agents in the sale of tourism market products play an important role. However, there are still gaps in this area. This is the case of

tourism shows itself in the market more vividly. Thus, while the number of tourists visiting Azerbaijan through the tourism industry increased from 766 (2000) to 23,440 (2012), the number of tourists sent from abroad to the country still remains high [UNWTO Tourism Highlights, 2015].

Table 2.9

The number of tourists visiting Azerbaijan

Years	The number of tourists, coming	Entry into tourism, mln \$
2000	766	63
2005	861	78
2010	1495	657
2011	1562	1.287
2012	1980	2.433
2013	2130	2.365
2014	2160	2.432

Azerbaijan has a great potential in terms of both natural and climatic conditions and historical richness. The State Program on Tourism Development in the Republic of Azerbaijan in 2002-2005 as well as the State Program on the Socio-Economic Development of the Regions in the Republic of Azerbaijan are of great importance in terms of tourism and enabled the establishment of tourism infrastructure and integration of Azerbaijan into the international tourism market. The tourism experience gained in the time period allowed the multinational development of the tourism sector. City Inside in Baku, List Shirvanshahs' Palace, Maiden's Tower and Gobustan were included in the UNESCO World Heritage List [www.mct.gov.az, 02.03.2017]. The announcement of the year of 2011 by the President of the Republic of Azerbaijan and the realization of the gel Eurovision-2012 song contest in Baku, Azerbaijan, provided the opportunity for tourists from all over the world to come to our country and helped to develop the tourism industry.

For example, in the tourism year, many new accommodation establishments were opened in touristic destinations and ways to facilitate access to historical and cultural assets. Tourist road signs were provided, the construction of Shahdag tourism center was accelerated and tourist infrastructure was started to be built in the Shabran and Lahich historical-cultural sites.

In addition, the GoMap navigation system project, which includes touristic areas, monuments and other aspects of the country, was carried out.

CHAPTER 3. INFORMATION TECHNOLOGIES IMPLEMENTED IN THE TOURISM INDUSTRY

§3.1 Researching information technologies in the tourist industry

Our time cannot be imagined without information technologies. They represent a wide class of disciplines and areas of activity that, in one way or another, belong to the technologies of creating, managing, storing and processing data using electronic computing equipment.

IT is successfully developing in all spheres of human activity and the tourist industry has not remained apart from this. Today tourism is a global business of IT-technologies, in which well-known companies interact - air carriers, hotel chains and other tourist associations all over the world.

With the advent of the Internet and its introduction into the tourism industry, huge changes in the activities of tourism have been made. The use of new technologies in hotels contributes to raising the quality of service.

Such technologies include the automation of hotel operations, online booking, innovations that have a positive effect on improving the quality of service at the same time while reducing staff. Such systems are aimed at increasing labor productivity, increasing the level of knowledge and skills of the employees of the organization. Air carriers and hotels also work with them with the help of a computer.

With the help of computers that are used in the central information and computer centers of hotels, reservation management, guest counting, distribution of rooms, and control over food supplies are performed.

The information technology system used in the field of tourism includes computer reservation systems, teleconferencing systems, video systems, computers, management information systems, electronic airline information systems, Web money (e-wallet), telephone networks, and mobile communications and so on. The

tour operator provides a base of tours for travel agents and the tourist himself in open access via a personal computer. They use reservation systems, thanks to which it is possible to reserve and acquire air, train tickets, hotel rooms and other services (transfer, meals, extra luggage, etc.) remotely, without leaving the workplace. Computers are connected via global internet networks to reservation systems. On this basis, it follows that an integrated IT technology system appears before us and it is obvious that such a system operating in the tourism industry is a system of interconnected computer and communication technologies.

Having monitored the information systems used in the tourism industry on the Internet, we will highlight the five most popular and sought-after information technologies.

- 1) **Automation systems are the control systems of production and service processes in travel agencies and enterprises.** Their goal is to create an effective tourist device that can provide favorable working conditions for employees through their professional career growth. Automated systems have the following functions: provide input, editing and storage of information about a tour package, customers, hotels, status of applications; take into account the need to display information in a document format; calculate the cost of tours, taking into account the exchange rate, discounts; control timely payment of tours; financial reporting; exporting and importing important data to other programs (Word, Excel, 1C), etc.
- 2) **International booking systems.** The most popular among Internet users are the global distribution systems GDS (Global Distribution System,), their representatives are: Amadeus, Galileo, Saber, Worldspan. Initially, such systems were created exclusively for booking air tickets, but over time, it became possible to book hotel rooms, cruises, rent-a-car and so on. Instantly you can book a hotel, rent a car, plane tickets; find the necessary information about the place of stay, currency exchange and more. Connection is made via modem to servers that have a database, travel agents access information on the

availability of available services, cost, and quality of the tourism product, departure and arrival times for a variety of tourist services from their own suppliers. In addition, travel agents associated with such databases for processing and order confirmation. Such a server is available for both travel agents and tour operators, as well as for the tourist himself, if he chooses to buy tickets himself or the tour himself.

3) **Navigation systems.** These are complex electronic-technical systems, which together have both ground and space devices, which are designed to determine the location and motion parameters for ground, water and air objects. Known to us and actively operating in the world of satellite navigation systems - GPS and GLONASS. GPS (Global Positioning System) - the global positioning system - allows you to determine the exact location and speed of objects in every corner of the Earth. Such a system is in great demand among tourists, active people, sports fans, fishing and motorists. GLONASS (GLOBAL Navigation Satellite System) is a development of Russian scientists, a system that works on the same principle as GPS.

4) **Electronic Commerce** - a system that allows you to make financial transactions using the Internet. Such systems: Easy Pay electronic money, the Settlement payment system, the iPay mobile payment system, the Web Money Transfer international payment system, the Mastercard international payment system, the QIWI wallet, Yandex money and others.

5) **Virtual GIS (Innovative Geospatial Solutions systems** are systems representing consistent spatial and attribute information that are directly related to objects. Internet users, visiting various sites, are acquainted with the hotel plan, slides in 3D, can see its location on the city map and even go inside it.

Tourism websites that Azerbaijan can use turizm.az, Baku holiday travel, Azerbaijan tours net are famous search sites. In the course of our work, we studied the structure, sections and content of sites, watched how often the information on the site was updated, evaluated the work of reservation systems, how quickly and

conveniently you can book tickets or accommodation, and also analyzed the quality of information presented on pages of tour operators on the Internet.

In order to study the tour operator site in more detail and identify its main advantages, we have divided them into three groups:

- Web Showcase;
- A business card;
- System "Tour Operator - Travel Agent".

Web showcase today is the most common way of providing travel agencies in the network. They are a collection of web pages with information about countries, resorts, hotels. Such sites include news sections, in which there is constantly updated information on special offers and burning tours. Some tour operators on the sites found a form to subscribe to the distribution of such offers. With regular updating of information on the site, its competent design, the tour operator site can serve as a real tool for business.

A business card is the easiest way to present an organization. Often such a site has sections: "About us", "How to find us", "Main activities", "Contacts". The advantages of such a site are the low cost of creation and the absence of the need for regular updates.

The system "Tour Operator - Travel Agent" began to be used among large and advanced tour operators. They use internal corporate reservation systems for their tours using the Internet. The travel agent from the base of tours on the Internet, selects any offer, enters their details, data on tourists who fall into the internal base of the tour operator. In real-time mode, the system automatically calculates the prices of tour packages, taking into account non-standard accommodations. At the same time, the travel agency can instantly trace at what stage the order is located, evaluate the loading of hotels, flights and more.

Based on the data obtained, we can conclude that business card-type sites are gradually coming out of consumption. Tour operators give their preference to the first and third type of sites. Also, due to their careful monitoring and analysis of competitors, they are almost all equipped with all the latest innovations in the network. The structure and information content of the sites of popular tour operators practically does not differ from each other.

Advantages of tour operator systems: almost complete automation of all business processes, minimizing the impact of the negative consequences of the "human factor", prompt publication of information for agencies (prices, stop-sale, loading hotels, etc.).

Announcements

Specifying the announcements about your company or organization on your page will ensure that your followers are aware of you. These announcements need to be constantly updated.

Photos & videos

Considering that we don't like to read especially as a Azerbaijani nation (especially the long texts), it would be very appropriate to use visual elements.

Commercial use of internet and e-commerce applications in the tourism sector is very common and e-commerce is developing rapidly in this sector. It is possible that the production, advertisement, purchase, payment and delivery of the travel service used in tourism can only be done via internet. Other features that make the internet more effective among other tools in terms of the tourism sector are that the internet can do the operations of transmitting sound, image and text in the same and faster. On the other hand, the cost of these transactions via the internet is considerably lower than that of other vehicles. The efficient use of resources, effective control and follow-up of client accounts, the use of tourism manager's time more effectively, the

ease of distribution of information, the fact that it is effective in its full meaning, are among the benefits of the internet.

In addition, the fact that the consumer profile and demographic characteristics are easy to determine and provide instant feedback from the consumers are among the reasons for destination promoters, hotel managers and travel agencies to prefer the internet in marketing and research activities.

Tourists can easily focus on information when the internet offers information.

Since the transactions made in the electronic environment are much cheaper than the normal transactions, both the seller and the buyer can save significantly. For example, Southwest Airlines, in 2000, saved \$ 80 million from booking transactions and US \$ 20m from ticketing transactions.

It is possible for e-commerce and internet and tourism enterprises to provide significant cost reductions in marketing, sales and ticketing costs. The effective use of human resources is also among the benefits of e-commerce. E-commerce allows for much more efficient use of manual power with manual processing. In e-commerce, tourism product sellers can learn the needs of their customers in a detailed and fast way, and offer them special services at affordable prices.

To summarize the benefits of e-commerce in the tourism sector, the following items can be listed;

- Speed;
- individuality;
- easy measurement of results;
- the effectiveness of human resources;
- compliance and flexibility;
- low cost;
- market / marketing research and ease of data collection;
- direct communication;

- increasing the service quality of tourism enterprises;
- new products such as automatic ticket machines;
- increased sales of products with communication problems such as circuit property through computers.

In addition, the customers had the opportunity to obtain all kinds of information about the businesses and the products they sold through a computer connected to the internet system without leaving their homes.

Potential tourists have had the opportunity to obtain detailed information about the countries they will travel and about the visa applications of these countries. First, it allows customers to plan their own travel and accommodation themselves.

The most common mistakes in e-commerce in tourism enterprises, which negatively affect success, are listed below:

- Not to be aware of the current changes in the world or to make necessary arrangements;
- not responding to messages sent by electronic mail, waiting for reply operations;
- target market, target customer group and customer specifications;
- failure to select products or services suitable for electronic commerce (for success in electronic commerce, the product or service sold must have a different feature, the price is low compared to the market and it must be a product that is not available in the market);
- the information given to customers can be out of date, forgetting the updating of the WEB site.

§ 3.2. E-commerce applications in tourism sector

As in other sectors, electronic commerce applications which are widely used in tourism sector; from business to business (B2B), from business to consumer (B2C), from consumer to business (C2B) and from consumer to consumer (C2C) are

divided into four. This information on applications is summarized in the table 6 below.

Table 3.1

E-commerce applications in tourism sector

E-Commerce Applications	Tourism Management	Consumer
Tourism Management	B2B Hotels, tour operators, travel agencies and tourism related businesses with each other e-commerce relationship.	B2C Consumers, hotels, tours operators and travel between agencies e-commerce relationship
Consumer	C2B Consumers offer and recommendations, tourism businesses formed as a result of e-commerce.	C2C Customers, tourist attractions about businesses Views of each other share and this result of sale of information e-commerce

Business to Consumer (B2C, Business to Consumer) is the most common electronic commerce application in the tourism sector.

B2C e-commerce sites, which operate under the names of online travel agency, on-line tour operator and on-line ticket sales agent, usually sells tickets for visual wealth animated video display websites, air, land and sea transport companies and hotels, motels, holiday villages and hostels.

To enable potential customers to shop, B2C websites should be kept as simple as possible, simple and uncomplicated. Because complicated processes scare away the customer.

The following table 7 shows the advantages that B2C e-commerce sites provide to product providers, organizations and customers.

Table 3.2

B2C e-commerce sites provide to product providers, organization sand customers.

Product suppliers	Institutions	Customers
Payment diversity o Assurance of collection o 7 days 24 hours sales possibility of o New sale and marketing channel	o Product range o Variety of payments o Reasonable price o Last moment deals o Flexibility o Security o Visual wealth o Rich content o 24/7 service o Budget management o Standardization o Bulk purchase o Cash management o Cost savings o Time saving	o Online booking o Any information about tourism To provide o Variety of payments o Product range o Reasonable price o Last moment deals o Early payment opportunity o Discount opportunity o Quality o Flexibility o Security o Visual wealth o Rich content o 24/7 service

Business administration (B2B) e-trade application in tourism sector. Business to Business (B2B, Business to Business) electronic commerce, is in the physical world between businesses in the traditional methods and described as wholesale trade, the virtual environment can be defined as the application. E-commerce is an electronic commerce application covering all business transactions between businesses, suppliers, dealers, competitors and business partners. The B2B e-commerce model is e-marketplace called e-market.

Electronic markets are also electronic commerce sites that provide integration between buyer and seller. B2B electronic commerce model in tourism sector, all enterprises operating in tourism sector, meet all suppliers providing goods or services to tourism sector. B2B e-commerce model in the tourism industry is a e-commerce application that helps businesses to develop global collaborations, learn new business models, find partners and meet new suppliers. We can summarize the advantages that B2B e-commerce provides to tourism businesses as follows:

- Increases efficiency by reducing operating costs;
- reduces bureaucracy;
- improves service quality;
- provides the opportunity to work 24/7;
- provides a sustainable global competitive advantage;
- business between companies is easier, faster, and less costly allows to perform;
- reduces communication costs;
- reduces storage costs.

Consumer-to-business (C2B) e-commerce application in the tourism sector.

Electronic commerce application from Consumer to Business (C2B) is a new electronic commerce model that is applied in tourism sector. In this application, consumers create e-commerce activities by offering their offers or suggestions to tourism enterprises. For example, if a student wants to fly from London to New York at the price of 200 pounds, the company publishes this offer on the internet, and the aircraft company evaluates this offer, and if the student wants to fly there is even space, the aircraft companies accept the offer and carry the student. This form of e-commerce makes significant contributions to the tourism sector, especially in the economic recession at the end of the tourism season. In recent years, this e-commerce model has been used in airline companies as well as in accommodation businesses. For example, towards the end of the tourism season 50 employees a textile company that wants to send on vacation, on-line tourism agencies, diary for

\$ 20, an all-inclusive system that works in a five-star resort initiates C2B e-commerce. The travel agencies, which accept this offer, complete the C2B e-commerce event initiated by sending a positive response to the textile company.

Consumer-consumer (C2C) e-trade application in tourism sector. Consumer-to-Consumer (C2C, Consumer to Consumer) electronic commerce refers to the consumer from another consumer. In recent years the C2C model has been used mostly for the trading of second-hand products and for home and car buying and selling.

It is realized, the implementation of the C2C e-commerce model in the tourism sector, in which the customers share their positive or negative opinions about the e-commerce service they buy. This application is measuring the customer attitude about tourism enterprises themselves (feedback), evaluating customer complaints and new against potential customers policies are used for development purposes. C2C to electronic businesses

We can summarize the advantages it provides as follows :

- It enables customers to establish a direct relationship between themselves;
- It creates a new way of doing business to sell goods and services to people.

§3.3 Development of information and communication technologies in Azerbaijan

Today, modern information technologies are being implemented in all infrastructural projects in Azerbaijan. There is a need for efficient use of up-to-date information and communication technologies (ICTs) in the tourism sector, which has great hopes for the future and invests considerable investments.

It should be noted that the development of the summer and winter tourism sector is noticeable in our country and more attention is paid to the development of

this sector at the state level. Local tourism companies and tourists are now joining the international booking and online shopping system,

For the further development of tourism, photographs and text information of tourism facilities should be placed on web sites and mapped.

Undoubtedly, the development of modern technical facilities and their application in this field are essential for the tourism industry to come to such an important position in the modern world. From this point of view, the study of the role and application of modern information technology in the organization of international tourism is of particular interest.

The role of information technology in the development of international tourism is even more important with a number of tourism features. This is a necessity of carrying out large-scale information and advertising events for the organization of tourism services. is explained by. In addition, the tourism industry's seasonal character, the massive tourist demand in the hot age of the movements, and the involvement of many other businesses, in addition to tourism organizations, require the reliable and fast exchange of information here. Implementation of computer technology and rapid information exchange affects the activity of tour operators, who play a leading role in organizing tourism.

Organization of any tourist enterprise with information technology can be carried out on a voluntary basis, in addition to the automation of the traditionally accepted enterprise office, local electronic network and electronic document circulation, as well as on any scale up to the pre-booking of travel tickets and hotel numbers. If we look at the structural scheme of the use of modern information technology, it is possible to show an example of the establishment of inter-enterprise, inter-enterprise and interactive communication at three levels.

Additionally, other electronic information technologies used in a tourism enterprise and their ability to operate on-premises network (intranet) are crucial in

establishing operative contact between the entity's structural units and eliminating obstacles to obtaining protected information.

The application of information technology in tourism business has also been widely used in the joint use of inter-enterprise network.

The business-to business e-business form, which is widely used in business world business, is also of interest in this regard. With this kind of information network, it is possible to significantly simplify the management of the enterprise, improve the organization of the tour process, and conduct financial transactions quickly.

The possibilities that can be gained through the intranet network used in the tourism industry are as follows:

- Lower cost of network creation and service;
- simplicity of providing information to wide range of employees;
- the possibility of joint use of the system's information resources and software;
- ready to connect to the internet;
- creating immediate contact with other local networks, etc.

The global e-network is a networking tool for the Internet; selling the service offered on-line; in the form of contact with customers who are away from the site. At the same time, it communicates with cheap communications (e-mail, digital telephony, video telephony, etc.); sale of tickets with the help of internet, reservation of hotel rooms; effective advertising; electronic exhibitions, fairs, exhibitions and so on participation; remote non-cash settlements; 365 days, 24-hour operational mode; search of potential employees; high-quality and fast-moving public relations; the establishment of the corporate web site of the enterprise and its placement on the Internet and so on.

The use of modern information technology at two levels of ours can be seen to be more productive in the provision of direct tourism services. The application of information technology in an interactive form of communication provides a wider audience in the field of tourism, the current state of the market, consumer preferences and so on. as well as access to important information.

Specifically, marketing, advertising events, and information support for tourists, with the help of the world-wide Internet network, demonstrate the superiority of interactive information technology.

From this point of view, the information that a potential tourist can access through the Internet can be summarized as follows:

- Use services of any tourist enterprise regardless of distance;
- identify your own route, get information about vehicles and ticket prices;
- reservation of places for transportation and hotel rooms;
- pay for the services and commodities used;
- use Internet search systems;
- use email.

Information, its reliable exchange tools (Internet, intranet, etc.) are so important for tourism. In order to answer this question, it is necessary to take into consideration the peculiarities of the tourism service, the creation of tourism products, investigate the issues that arise when using, and the personality of tourists.

While in the modern world, the Internet has spread to any part of the globe, it's quite natural that potential customers can make their choices in the framework of their own choices. Understanding the popularity of the issue, travel agencies offer their own pages to be represented in the global network. The Internet provides an individualized approach to each client (potential tourists). It is now possible to show

how popular the issue is, by showing that the number of such pages has reached 80,000 in the modern world.

Some of the pages in the worldwide network are very large and provide user with information on commercial content, travel tips, guide to tourist centers, photo and video imagery of prominent places, weather information, currency rates, map plans: www.pasha-travel.az, www.turizm.az, www.seyyah.az, www.turlar.az.

Using the global network, it is possible not only to provide information, but also to organize the sale of tourism services directly. Although in modern times this amount is about 1% of the total global tourism service, but it is possible to show that this amount is very large when it comes to absolute figures. This is due to a large amount of tourism services.

As it is understood from the above evaluations, it is one of the most important strategic variables that Azerbaijan can use to reach the level of proficiency in science and technology; is a further development of education and technology policies for young and dynamic population.

When analyzing the development of tourism globally web sites for businesses refer to promotional budget and time savings, equal opportunity, international access, richness of information resources and interactions.

In addition, websites provide consumers with the opportunity to be aware of the existence of the business, to have immediate access to information related to the business, to get answers to their requests and complaints in a short time, to compare businesses that provide similar products and services, and to choose the appropriate ones in terms of price and quality.

In recent years is increasing rapidly and nowadays many websites that are actively used by people have become extremely important in terms of marketing the products of tourism enterprises. In fact, it is an effective marketing approach created

in the tourism industry through web networks in which the distribution system operates in reverse.

CONCLUSION

The tourism sector, which is one of the fastest growing sectors of the world, has shown that it is the fastest and fastest adaptation sector to information technology, and it has the highest share in e-commerce. On the one hand, the consumer becomes more conscious and on the other hand, the prevalence of information technology usage, competition in the sector and business model have changed. The Developed microprocessors and software inter-company communication, increased communication and information sharing among consumers, and accordingly, competition gained a new dimension.

In this period when the cards are redistributed in the tourism market, developing a customer-centric product and even developing a special product based on the customer's past personal information and preferences define the new field of competition of the firms operating in the tourism sector.

Economic redistribution of domestic tourism and national income mobility, development of regions, development of related industries is very important. In this context, Azerbaijan turned to tourism as an alternative source of income after the decline in oil prices. Domestic tourism movements although foreign currency although it does not win, it is effective in the development of the tourism experience and opportunities of the country in general.

A total of 181 people, mostly in the 18-25 age range and around 500 manat, participated in this research, which aimed to evaluate the domestic tourism of Azerbaijan.

Although the majority of the participants were young, the percentage of those who stated that they were more than 5 times holiday was high. Those who make their holidays with their families are more common. The only ones who do not vacation alone are too few.

Recreation and leisure travelers are the majority. The average spending amount during the holiday is around 500 manats.

Participants were generally satisfied with their holidays and stated that they were planning to have a holiday in the country again. Despite this, it was emphasized that tourism services are expensive and there are many problems in tourism. Maximum number of participants emphasizing the necessity of preserving natural and civil values and giving them to tourism, increasing the facilities for tourism, making arrangements for price and hygiene of local administrations. From here, we see that natural beauty and cultural factors come to the fore while making holiday decisions within the country.

Although people see tourism services as expensive and they have problems, it is possible to explain that they are satisfied with their holiday and to think about having a holiday in the country again. Also, the low level of satisfaction of the people in the tourism service within the country may also increase the level of satisfaction.

Agencies do not pay much attention to the criteria for booking services on their websites. Online booking, booking by e-mail, secure online payment, campaign information, booking line, security information and online customer service it is determined that very few of the agency websites where criteria are examined. This the situation may cause agencies not to make effective marketing over the internet.

The reservation on the agencies' websites to enable the customer to purchase the product the lack of services and campaign information; tourist goods and services are adequate and clearly not the price information, in this case the products of the masses transport, and most importantly, the loss of customers it can open.

Agent information that the agencies provide detailed information about the products they sell criterion; tour programs, detailed and informing of the services included in the price and 50% of the agency websites reviewed on the website of the tour it is located. But this is not sufficient for the agencies. Products and services day, month, year, by filtering the data like price and location not available on the agency's website. This is the case for agencies or products and services deficiency or lack of web addresses. Also customer feedback very few agencies are located on

the website. Especially the agencies that the agencies offer receive customer feedback on products and services is an extremely important issue.

It was understood that the agencies did not give much importance to the criteria related to booking services on their websites.

Online booking, booking by e-mail, secure online payment, campaign information, booking line, security information and online customer service it is determined that very few of the agency websites where criteria are examined. This may cause agencies not to make effective marketing on the internet. The reasons are listed below:

- The lack of reservation services and campaign information to enable the customer to purchase the product on the agencies' websites;
- it may be an obstacle for businesses not to have sufficient price information on touristic products and services;
- filtering by half of the product and services by day, month, year, price and location not available on the agency's website.

This may be caused by the lack of agents or products or lack of web addresses. In addition, feedback on the customer satisfaction or dissatisfaction can be expressed on the website of very few agencies.

In particular, it is extremely important that agencies receive customer feedback on the touristic products and services they provide and that they are able to address their shortcomings.

In addition, the foreign language option, which facilitates international activities and publicity, is also on the website of very few agencies. It is noteworthy that the foreign language option and in-site search engine metrics do not give much importance to agencies' websites.

We came to this conclusion for the development of tourism in Azerbaijan.

-The use of tourism potential is a result of changing demand in the tourism market, which is based on economic, social-demographic, individual behavioral, cultural and psychological factors of the region.

-The favorable geopolitical position of tourism development in the Republic of Azerbaijan, the tendency of the growing trend of the non-oil sector, the growth of the living standards of the population, historical, cultural and natural tourism resources can be provided at the expense of the oil sector

-Research shows that medical tourism in Azerbaijan has special opportunities and the 1% increase in the number of tourists coming to this country will increase the volume of paid services provided by sanatorium enterprises by 0.33%.

-The volume of GDP generated by the non - oil sector increased by 0.705% by the 1% increase in GDP in the tourism sector in 2005-2015. That is, every year in the tourism industry of Azerbaijan increasing the production of generated GDP (TOURISM) by one million AZN increases the non-oil sector (GDP) in GDP by 13.234 million AzN.

-One percent increase in investment in fixed capital investment in Azerbaijan ensures 0.78 percent GDP growth achieved in tourism activity.

-Tourism experience in developed countries shows that the use of a destination-based development strategy in this work, is the introduction of a strategy for marketing and promotion of its individual destinations in the country as a whole, provides more positive results. Therefore, the marketing and promotion activities of Azerbaijani tourism should be organized individually by the individual tourist destinations, as well as in developed countries of the world, not just in the form of marketing tourism. This is the opportunity to increase the income of these destinations from tourism as well as local crisis (natural events, etc.) will cause less damage to tourism in the country's other tourism destinations and the country as a whole.

-Promotional activities carried out in the form of advertising of our natural resources and values through mass media, although in some cases effective results, are inadequate to increase the competitiveness of these destinations, as a result of which they are unable to provide enough information about the different destinations offered by individual destinations in the country. In this sense, systematic communication and marketing for the creation of tourism demand activities are required.

-Today, state agencies play a leading role in the promotion and promotion of tourism in Azerbaijan, and the activities of individual tourism destinations in the country, including those in the field of tourism are virtually unknown. There is no doubt that, while the active activity of state agencies in the marketing and promotion of tourism in the country is of great benefit in promoting the country internationally, eventually, the country's tourism potential, including the country's various tourism destinations.

-Each region of our country has its own craft style and products. From this point of view, the organization and promotion of production and sales of national crafts and souvenirs in our country will make a great contribution to the promotion of tourism opportunities in our country.

-It is well-known that modern information and communication technologies have great potential for marketing and promotion activities. Therefore, it is the establishment of a website for each destination in our country there is no doubt that the destination will give greater opportunities for worldwide recognition. These web pages should be co-ordinated between relevant organizations and fully meet international standards.

-To provide better tourism opportunities in Azerbaijan abroad, free information should be organized for the next four years for citizens of foreign countries and stakeholders who are interested in our country.

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