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**THE ROLE AND DEVELOPMENT OF INTERNATIONAL TOURISM IN THE WORLD ECONOMY**

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**Summary**

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**Abstract**

Nowadays, tourism is a powerful global industry. Tourism has a positive impact on the economy of the country as this industry is progressing every day and occupies a distinctive place among other sectors of the country, which gives a special advantage to the further development of tourism.

Since the middle of the last century, international tourism and tourism services have been subject to international regulation, and today it has become one of the most dynamically developing sectors of the world economy. For its rapid growth, it is recognized as the economic phenomenon of the century. In many countries, tourism plays a significant role in shaping GDP, creating additional jobs, and providing employment. Tourism has a huge impact on such key sectors of the economy as transport, communications, construction, and agriculture, that is, it acts as a kind of catalyst for socio-economic development.

In such circumstances, a special need is the improvement of international tourism law, simplification of visa formalities, the introduction of new scientific innovations in the field of tourism, ensuring the safety of tourists in destinations, deepening ties among international tourist organizations, as well as the creation of local organizations that would develop programs for sustainable development of tourism in regions and countries, as well as anti-crisis programs, since the tourism industry is dependent on political and economic crisis situations.

International tourism is not just developing and qualitatively changing in itself - it is increasingly actively and organically interacts with other forms of modern international economic relations, from international trade in goods to international information exchange.

Keywords: Tourism, Economic growth, Internationalization, Azerbaijan

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1. **Introduction**
	1. Tourism definition

Since ancient times, mankind has been characterized by periodic movements from its permanent place of residence to another territory with various purposes. Travel and trips have always been an integral part of history. In the modern world, transport support is being improved; the economies of the countries of the world are integrating. All these processes led to the fact that trips have become a significant part of society. Leisure, work, study, all of these activities are the goals of the human movement. Organized trips with different goals as a special type of activity received the definition of "tourism".

Tourism is one of the largest and fastest growing sectors of the world economy. The value of tourism in the world is constantly increasing. It is a significant source of foreign exchange earnings, contributes to the diversification of the economy, creating industries that serve this area.

Like any kind of activity, tourism has its own subject and object. A subject in tourism is a tourist - a person who undertakes a trip or a travel. The object of tourism is tourism resources, which imply natural, historical, socio-cultural objects, which also include objects of the tourist show and other objects that can meet the spiritual needs of tourists, promote the restoration and development of their physical strength.

The tourism industry contributes to solving the problem of the full and rational use of labour resources, attracting new contingents of unemployed or part-time working people into social production, which is especially important for areas that are not industrially developed. An important role is played by the tourism industry in the development of remote areas, which have a relatively low economic potential. The industry contributes to the business activity of these areas, including into public production the unoccupied working-age population or by activating the population partially engaged in social production, expanding the sphere of application of labour both through services and due to the expansion of local production for the needs of tourists. This creates favourable conditions for the sale of agricultural products and certain types of industrial products.

By intensifying the development of the economy, tourism contributes to better use of recreational resources, enhancing the skills of service workers stimulates the development or even the revival of forgotten folk crafts, some folk customs, and rituals.

**Significance to the economy.** Tourism is not only travel and recreation but also an important area of ​​the economy. The tourism industry encompasses enterprises of various industries, products, and services from which an attractive tourist product is created.

The tourism industry contributes to the flow of financial resources into the country. It not only provides income to tourism firms but also provides tax revenues, increases the demand for food and a variety of services, thereby stimulating the development of related industries (transport, hotel management, communications, trade and catering, souvenir production, etc.). Tourist service is a source of income for the local population.

**Socio-cultural significance.** The development of tourism improves the system of social and cultural services for the population, increases resources for the modernization of the relevant infrastructure, and improves the quality of life.

**Political significance.** Tourism raises the prestige of the country, its authority in the world community and among ordinary citizens. It strengthens interregional and international friendly relations, develops popular diplomacy, and stabilizes relations between regions and states. The level of development of tourism is a kind of indicator of the state of society, its material wealth and spiritual health.

To develop tourism, a country must meet certain criteria. World experience shows that the **following conditions are necessary for the dynamic development** of tourism:

- a stable socio-economic situation (in the world as a whole, in a single country and a specific region);

- attractive recreational resources (natural, climatic, cultural and historical);

- developed tourism infrastructure and qualified personnel;

- a high level of service, providing a comfortable stay, hospitality, culture and professionalism of the staff;

- comfortable and safe transport, reliable communication;

- freedom of movement and guarantees of the rights of travellers, ensuring their safety;

- positive tourist image of the territory, high reputation of companies and companies serving tourists.

Additionally, there are several main features of tourist activities.

**The most significant one** is that, unlike the branches of material production, the tourism industry does not export a product, but import an impression. To better reveal this feature, we give an example.

You can export 1 ton of oil, say, for 100-150 dollars. At the same time, the oil sold will go outside the country, and in the bowels of the earth, its reserves will not be restored. A room in a first-class hotel can also bring $ 100–150, but every day! During the year, it can give tens of thousands of dollars, eliminating the need to export seven to eight rail tank cars. The same applies to the export of other non-renewable natural resources. The tourist doesn’t take anything out of the country, except for impressions (a virtual product), and leaves quite material - money.

**The second feature** is associated with the specificity of products and services, the inability to move them to the consumer. The tourist, not the manufacturer or seller, he should move to the place of their production. This specificity is due to objective reasons. After all, it is impossible to move to the tourist Niagara, the Grand Canyon or the Alps.

Finally, **the third feature** is that the products of the tourism industry are a set of services that can be tested only at the time of their consumption. In this regard, the successful sale of the tourist product involves a particularly trusting relationship between customers and sellers. Therefore, the high reputation of tour operators and travel agents, hotels and airlines are extremely important here.

1.2. Historical review

Since ancient times people have sought to learn as much as possible about other lands. The most ancient motives were a land expansion, conquest or migration. In the process, there was a study of the local population, the resources that were in the new territories, and as a result – frequent assimilation and resettlement.

It should be understood that people have been traveling for a long time, since time immemorial. However, in ancient times, this occupation was primarily due to the need to find new sources of food, resettlement as a result of military action or trade. By and large, earlier travel was perceived more as a forced necessity, and people did not seek to leave their homes without special needs, because the house was associated with comfort and cosiness, and the world outside this house – with the danger and lack of comfort, the creation of which people have worked so long.

And only in the 19th century, travel has acquired the form that we now call tourism: travel for pleasure or hobby, not related to work or life necessity. Nevertheless, at all times there were those who were attracted by the unknown world, who wanted to know that outside the known territories, to join foreign rituals, practices and culture, in whom the adventure spirit is strong.

It is believed that the first travelers were residents of Polynesia. They moved to other territories in search of more comfortable and safe places to live. Using canoes, Polynesians swam 2 thousand miles or more, which is incredible even for our time.

But the Greeks during the Olympic Games moved around the cities, visited Holy places, which is very similar to modern pilgrimage tours. A lot of people came to watch the games, and enterprising Greeks understood that they all need to be provided with food and a roof over their heads. Then they began to build special houses, which could accommodate athletes and spectators who came from afar. They can be considered as prototypes of modern hotels.

 Very soon, Ancient Rome became an attractive place to travel not only during the games; there year-round flocked wishing to see the show of acrobats and jugglers, try overseas dishes and see the strange animals. At that time, such trips were also aimed at the education of the traveller: so he learned the world.

As in all times, in antiquity, the development of tourism also meant the construction of roads, the emergence of infrastructure and more organized local government, the development of cities and towns on the way of travelers.

Later, during the prosperity of the Roman Empire, the first taverns were built along the roads. They were meant to be tired of the way the messengers or travelers. Then in medieval Europe pilgrims on shrines began to use shelters not only in monasteries but also in Inns actively.

 A large movement of people contributed to the Crusades. In those days, the inhabitants of entire villages collected their modest belongings and went on a journey in an attempt to get to the Promised Land. Of course, not everyone could do it, but the Pope's promised forgiveness of all sins acted as a powerful incentive to decide on such an adventure and sent the human masses to the Holy Land.

Many of the participants of the Crusades died on the way from disease, hunger, and cold; even more simply could not reach so far and settled somewhere halfway; paradoxically, but people moved in many disparate groups, and many did not even have an approximate understanding of where the land they needed, as well as there, were no maps.

Diaries and reports of the seafarer Marco Polo were one of the first records which contained the description of new lands. Materials of its researches became a basis for the creation of maps. Then travel began to develop as a means for new geographical discoveries. However, such expeditions were hardly a hobby for pleasure. They were complex and often even deadly; successful travel showed to the world new territories and their discoverers.

In the 17th century, the term "tourist" appeared in French. By this term briefly designated representatives of the nobility who were able to afford to visit them abroad. Usually, such travels were undertaken for a change of a situation or for the purpose of improvement of health.

Curative sources were in places where people came to receive medical treatment, since ancient times. To complete here a therapeutic course, it was necessary to overcome thousands of kilometres. For example, in Rome it was the resorts of Bahia, Aqua Albula, Senzio, in Greece — hot springs on the island Eval.

One of the first countries in which the bourgeois revolution won and capitalism began to develop was England. Exactly here the first tourism organizations which developed the activity at first within the country and then and beyond its limits were also formed.

The first known tourist agent was the Englishman Thomas cook, who on preferential terms in June 1841 bought in bulk 570 tickets for the sobriety society on a tourist trip from Leicester to Loughborough by train.

This event was largely facilitated by the industrial revolution and the associated increase in population mobility and the emergence of mass vehicle-Railways. T. Cook began to actively use the opportunities. When the first international industrial exhibition was held in London in 1851, 165 thousand visitors were sent from Yorkshire alone. In 1854 in England the first reference book on hotels addressed to travelers and tourists is published, it indicated about 8 thousand hotels.

Active development of tourist business within the country induced T. Cook to the organization of foreign trips. The first of them was carried out to France in 1855, as in Paris began its work the world exhibition. Since 1856 it begins to organize tourist travel to other European countries. In 1866 the first groups of English tourists visited the USA.

 Since 1867 sea tourist travel of Cook begin. Without being limited to the signing of the contracts with the railway and steamship companies, owners of hotels and restaurants, society attentively studied demand, made routes of trips and the program of stay. New business interested many businessmen. Following T. Cook's firm in England, other tourism organizations appeared.

In Germany, very quickly found followers of Cook, who began to engage in the tourism business, using the advantages of rail transport. After all, trains could travel in any weather, regardless of the condition of the roads, and passengers could enjoy the views directly from the windows of the cars.

Like the emergence of railways, the appearance of aviation travel at the beginning of the 20th century turned out to be an enormous advantage for the industry of travel and tourism. Its invention makes real to travel not only between countries but also between continents. By the 1990s emerging of gigantic multinational carriers like Delta, American Airlines, Lufthansa and others removed most of the barriers to making travel. Nowadays, with faster planes and more convenient ways to travel long distances, it is now possible to reach almost anywhere in the world inside a maximum of 48 hours.

The tourism industry is one of the most economically important types of leisure activities in the world. With the introduction of travel to the external atmosphere, a new and fascinating chapter in travel technology is evolving and can change the face of tourism for ages forward.

1.3. Theoretical as of International Tourism

In the study of world tourism, it is necessary to take as a basis the theoretical method of analysis, supported by empirical research. The most effective theories are the theory of international trade and international finance, which together form the economic theory of world economic relations. These include:

- theory of absolute advantage;

- theory of comparative advantage;

- theory of correlation of factors;

- product life cycle theory;

- the theory of similarity of countries, which together explain the position of the country in the international tourist exchange, world division and the general directions of development of tourist flows.

**Theory of absolute advantage.** In 1776, in the book "the Study of the nature and causes of the wealth of Nations" Adam Smith argued that the wealth of the country is based on the availability of its goods and services. He also proved that if trade between countries is not limited, each country will begin to specialize in production, in which it has an absolute advantage. Today, the theory of absolute advantage, created by A. Smith, is consistent with the monopolization of exports by some countries, which arose on the basis of natural advantages due to natural resources and climate, as well as on the basis of the acquired advantages associated with the development of technology and highly qualified labor resources. This, for example, explains the success of exports in the sectors: ceramic products in Italy, wines in France, chemical industry in Germany, electronics, information technology in Japan, automotive industry in the United States, etc.

Let's consider the theory of absolute advantages in the tourist industry. In fact, some countries have unique tourist resources: rare natural places such as Niagara Falls in the United States, Mount Chomolungma in Nepal, etc.; monuments of architecture and art - the pyramid of Pharaohs in Egypt, Taj Mahal in India, the Acropolis in Greece, the Colosseum in Italy and so forth. Unique natural monuments and works of art created by man determine the monopoly position of a country and encourage tourists to come to it.

Such country can increase the absolute advantage by strengthening innovative policy, which allows it to create specific tourism products and thus ensure a good specialization in international tourism. Innovations in the tourism sector mainly cover the hospitality industry, which is increasingly using new technologies in the hotel and entertainment industry, the formation of a new tourism product and marketing. Through the use of advanced management techniques and the active use of modern information tools and new materials, innovation can also significantly reduce the price of the tourism product.

**Theory of comparative advantage.** In 1817, David Ricardo developed the ideas of Adam Smith and further strengthened the arguments for free trade. By calculating the working hours required to produce a given amount of wine and cloth in England and Portugal, he showed the profitability of foreign trade for the country if it specializes in producing those products that can produce more efficiently than other countries, without taking into account the absolute advantage. In other words, a country abandons the production of goods in which it has an absolute advantage and specializes in other, more efficient production while buying in other countries with fewer resources those goods from the production of which it refused. On the example of Portugal, D. Ricardo showed that with an absolute advantage in the production of wine and cloth-this country gave way to the production of cloth England, in order to specialize in the production of more profitable for her product - wine.

This is the theory of comparative advantage, which fully explains the nature of bilateral exchanges of international tourism products as a result of these differences between the countries.

The price of the tourist product is influenced by the costs of transport, accommodation and related services, which, in turn, depend on a number of components, different in each country - it is the tax policy of the state, the use of new technologies, fuel prices, food, and other services. Together with the study of comparative prices, the quality of service is also taken into account. To maintain competitiveness and gain comparative advantage, individual countries need to maintain a high level of service, as do countries such as the UK, France, Germany, Switzerland, Austria, Italy, where prices are relatively high.

**Theory of the correlation of factors.** A more precise answer to the question "What products provide the country with absolute and relative advantages? gives the theory developed in the first half of our century by Swedish scientists Heckscher and Olin, which greatly influenced the fundamental analysis of international trade. This theory is based on the ratio of factors in each country to provide a comparative advantage that it can gain in relation to its trading partners. Countries that have many specific factors of production benefit from comparative advantage in the production and export of products that require these particular resources for production. Thus, the theory of correlation of factors explains the international specialization of different countries, based on international differences in the saturation factors.

According to the Heckscher - Olin theory, countries with large capital should export capital-intensive goods and import labor-intensive goods.

The theory of the correlation of factors determines the flow of international tourism between countries. Indeed, international exchanges, whether trade or tourism, may be determined by the difference in the proportions of the factors of production of each product exchanged. Countries tend to specialize in the production and sale of goods and services in which they have an advantage and which are cheaper.

Countries with abundant tourism resources specialize in international tourism and export such services. For example, resorts in Spain, Greece, Tunisia, and Morocco attract a large flow of tourists with a favorable climate and excellent sea beaches.

The correlations of factors are the means available to ensure the production of international tourism services of the country. The relative presence of these factors has a decisive influence on the country's position in international tourism. There are three main groups of factors that closely interact with the main factors of the functioning of the entire economy:

- natural resources, historical and cultural heritage;

- capital;

- labor.

Natural resources are an important factor in the production of tourism products for international tourism. Therefore, the specialization of many countries is directly related to the availability of natural resources to offer foreign guests. Natural resources include land, sea, lakes, rivers, landscape, climate, flora and fauna. They exclusively characterize the location of the country and are decisive for the flow of international tourists. Thus, the presence of excellent sea beaches and Sunny climate in the Mediterranean countries generate tourist flows to their resorts from such developed tourist countries as Austria, Great Britain, Germany, Switzerland, Japan, etc.

The cost of natural resources and historical and cultural monuments depends on their availability and quality characteristics. Consequently, depending on the extent to which these resources are accessible and exploited for tourism purposes, they become economically important.

Another important factor in tourism product is capital. The development of tourism requires a developed infrastructure, and this requires huge investments. This explains the predominant development of tourism in industrialized countries.

Capital has a decisive influence on the economic importance of international tourism in each country. A country that is rich in natural resources but has limited capital will not be able to develop the international tourism sector sufficiently.

Labour can be defined as an important factor in the production of a tourism product, as it is a product of the service sector, which in turn is a labor-intensive sector of the economy. Consequently, the comparative advantage of countries in international tourism is due to the availability of labor resources, as well as the level of their skills.

**Product life cycle theory.** According to the life cycle theory, the product evolves through the following stages: introduction, growth, maturity, and decline. The concept of the product life cycle is typical for marketing, as it describes the evolution of product assimilation by consumers. By this concept, the prestige of a product at different stages of the cycle rises and falls during its limited life, and its production moves from country to country depending on the stage.

In international tourism, a key element of the tourism product is the tourist center, which is characterized by an evolution similar to the product life cycle. In tourism, it all starts with the study of a small group of travelers -discoverers who want to avoid institutional travel and enjoy the wild, yet not spoiled nature. During this period, tourism has no impact on the area, and the local population is actively in contact with travelers.

At the stage of introduction, residents of new tourist areas themselves begin to attract travelers, offering them accommodation. The continued increase in the number of tourists encourages local authorities to develop infrastructure, as has been the case, for example, in the small Islands of the Caribbean and the Pacific.

This is followed by a stage of development where the number of tourists is growing rapidly, especially during peak periods, and sometimes exceeds the local population. Control of tourism development is shifting from the hands of the local administration to the hands of external companies, which are rapidly beginning to develop infrastructure, thereby changing the face of the emerging tourist center. However, this rapid development has its negative side - an excessive increase in the population and the associated burden on the places of life support. North African countries such as Tunisia and Morocco are at this stage of development.

At the maturity stage, the growth of foreign arrivals initially slows down, although the total number of arrivals is still growing and exceeds the local population. The center of tourism is becoming a fully loaded part of the tourism industry with hotels of large transnational hotel chains and franchising enterprises. Further development of this business, leisure and entertainment center reaches its peak, after which the fashion for it falls, and it is held only by repeated arrivals, which are worth the great effort made by the center. The latter has economic and social problems. A good example of such tourism centers can be the famous resorts of Spain, Italy, and France, as well as resorts in the Caribbean.

At the final stage of decline, the tourist center becomes unattractive for most tourists and at the same time highly dependent on rare travelers for short vacations or vacationers from nearby areas. The authorities are trying to revitalize the center by attracting customers, using new channels of promotion and sales, or re-equipping the center for other purposes. For example, it happened to a very famous us resort near New York - Atlantic City, which was turned into the center of gambling.

**Theory of similarity of countries.** In 1961, the Swedish economist Stefan Linder formulated a theory of the similarity of countries, which is also called the theory of demand. Linder argues that differences in factor saturation between countries do not always reflect international exchanges. In fact, many exchanges often take place between countries that have similar factors. For example, in Europe, the most important tourist exchanges take place between neighboring countries.

According to demand theory, a country's international specialization is highly dependent on domestic demand. By identifying demand in the domestic market, the country develops a new product and then refers to such markets. Indeed, the high level of demand for domestic tourism creates an atmosphere and favorable conditions for the development of international tourism. There are additional places of accommodation, food, transport links, develop natural and historical and cultural centers of tourism. Therefore, countries that can manage large domestic demand are ready to meet international demand. The latter explains not only the causes of international tourism but also its intensity. The volume of international exchanges should be large between countries that have a high level of domestic tourism and the same structure. This volume is large and continues to increase significantly in geographical areas covering industrialized countries in Europe, North America and South-East Asia with high purchasing power.

To measure domestic demand, the following indicators are usually used: population, GNP per capita, number of places of residence and others.

International tourist exchanges depend on the volume of demand and the differentiation of the tourist product. Tourists are interested in crossing borders, as they want to try something different from what they have in their country, thereby causing mutual tourist exchanges between similar countries, despite the fact that these countries have the same resources. Experts call this demand for diversity, which is based on geographical, cultural and other specific differences.

1. **The decision for internationalization**
	1. Why tourism is important

Nowadays, tourism is one of the world's largest industries and one of the fastest growing sectors of the economy. For many countries, tourism is seen as the main instrument of regional development, as it stimulates new types of economic activities.

Tourism can have a positive economic impact on the balance of payments, employment, gross income and production, but can also have a negative impact, especially on the environment.

Unplanned and uncontrollable growth of tourism can lead to such deterioration in state of environment that growth of tourism can be compromised. Therefore, environmental protection, which is the main source of tourism product, should be protected for further growth of tourism and economic development in the future. This is particularly true for tourism based on the natural environment as well as historical and cultural heritage.

Sustainable tourism has three interrelated dimensions: environmental, socio-cultural and economic. Stability implies permanence, so sustainable tourism involves the optimal use of resources, including biological diversity, minimizing environmental, cultural and social impacts, and maximizing benefits to conservation and local communities. This also applies to the governance structures that are necessary to achieve this goal.

Tourism also allows wealth to be poured into the community in a variety of ways. The great advantage of this industry is that it is extremely labor-intensive, and many of the enterprises that work in it are only small enterprises and micro-operators. This means that each hryvnia entering the industry is quickly felt by business owners and staff and is directly related to the increase in local costs. For a community that can become a tourist destination, there are a number of advantages. It is also great for individual tourists because in the rapidly developing tourism industry there are many things to do, many places to stay and as a result more and more tourists are attracted.

Employment

One of the simplest advantages of tourism is the appearance of work. This industry requires guides, hotel staff, coach services and restaurants. It is very important that tourists not only pay salaries to employees of the tourism industry, but also consume goods and products at the local level, which gives impetus to the local industry. What is interesting about tourism is that auxiliary industries such as retail and food production also feel profitable, although this is not as obvious to the untrained eye as it happens mostly behind the scenes.

Increasing costs in the local community

This happens twice. First you have money that is spent directly by tourists in the economy. Not only in tourism, but also in the huge range of basic human needs that need to be purchased, such as food, clothing, hairdressing, medical services and transport needs that need to be filled, as well as Souvenirs and entertainment. Tourism supports global trade in its own way.

In addition, tourists spend dollars, often re-introduced into the local economy. Thus, the country has more money earned locally thanks to tourism, which is then used in the local economy. This is why tourism revenues are often referred to as a multiplier effect, because a large percentage of every tourist dollar earned returns to the economy again and again. This is a multiplier effect. Ultimately, the more tourist dollars that come in, the greater the economic benefit for all.

Diversification

In addition to ensuring the prosperity of the economy, it also allows the economy to develop a new form of income. For example, an insurance policy in case of a difficult period because the additional dollars included can help support traditional industries in case they find themselves under financial pressure. This is particularly important for communities that rely on a single industry, or in industries that cause environmental damage, such as mining or manufacturing. It is also important for rural communities where there is significant risk based on agricultural conditions and world commodity prices. Tourism allows the community to diversify sources of income and rely less on one industry.

Infrastructure

Additional income which comes to community also brings benefit to local council or the governments. It means more taxes which allow starting or developing public projects. This means that infrastructure is improving: new roads are being built, parks are being built and public spaces are being improved. Better facilities attract more visitors, but this is a great benefit for locals, especially when there is enough income to build new airports, schools and hospitals that still support economic development. Without good infrastructure, the flow of goods and services is impossible, and tourism revenues allow it to be maintained.

Social benefits

In addition to income, there are also fantastic cultural benefits to tourism. It can be a source of pride for local communities and allows them to look at their history, cultural heritage and develop their own community identity. This helps local people to preserve their traditions and culture, as well as to demonstrate them to all visitors. The advantage of tourism is that it has saved many local heritage sites from destruction, in addition to providing tourists with a wonderful understanding of the local way of life. Tourism can help preserve the history of a region that may be at risk of loss.

Environmental benefit

Many tourism operators differentiate themselves from their counterparts by offering tours and packages with an ecological twist and supporting the preservation of the local area. This helps both the environment in combating the influx of tourists, but also helps to build a strong reputation as a tourism operator. Since the traveler does not forget to respect the places he visits, and always leaves them clean. One of the best ways to practice this — tours with a camera, so that the tourist will be able to leave all the memories of yourself.

Scope

Attracting tourists to the community gives them a new life and creates opportunities for entrepreneurs to create new services and products or facilities that are not sustainable based only on the local population. Tourists are all potential clients, and at the correct approach it is possible to be guided by the strategy of business which allows achieving fantastic success.

There is no doubt that tourism is fantastic for the local community. The key to remember when you travel is to be a sustainable tourist, always act in support of the cultural diversity of the place you visit and ensure that you take part in activities that benefit the local community. Never do anything that degrades the environment, and support the local and public institutions that form the basis of the local tourism industry.

2.2. Role in World Economy

The tourist market is part of the national economy. In the case of international tourism, it refers simultaneously to two very different economic systems, one within the borders of tourists’ origin country and the other within the country receiving tourist flows. International tourism is a complex, multi-purpose and, in some cases, a multidirectional economic phenomenon that sufficiently embodies the main mechanisms and consequences inherent in the global economy. International tourism is present in the export-import operations of world and regional trade in goods and services, international economic relations is both a derivative and a prerequisite for integration processes in the global economy.

Today, tourism is one of the leading and most dynamic sectors of the world economy. For high growth rates, it is recognized as an economic phenomenon of the century. Tourism is a fundamental pillar of the economies of many developed and developing countries. From 2017 the number of international tourists increased by 7% over 2018, and growth was 84 million. In 2018, the number of international tourist arrivals in the world reached 1.4 billion people.

Source: World Tourism Organization (UNWTO)

The table shows the comparison of tourist arrivals for two years. Worldwide tourists’ landings became 7.0% in 2017, the most elevated increase since the 2009 global financial crisis and well over UNWTO's long-term forecast of 3.8% per year for the period 2010 to 2020.

Source: World Tourism Organization (UNWTO)

A sum of 1,326 million international traveler entries was recorded in destinations around the globe, somewhere in the range of 86 million more than in 2016.

**List of countries in the world by the number of tourists visiting it in 2017**

|  |  |  |  |
| --- | --- | --- | --- |
| **Rank** | **Country** | **Million people** | **Billion US Dollars** |
| 2 | Spain | 68.5 | 42.9 |
| 4 | China | 56.9 | 39.8 |
| 6 | Turkey | 40.1 | 22.9 |

According to the World Tourism Organization, Spain is on the 3rd place in the world ranking by the number of tourists who visit it. The flow of foreign tourists is about 68.5 million people in 2017, by vacationers in the country was "left" around 42.9 billion dollars. From all this we can conclude that tourism plays a special role in the life of Spain.

 All this seems quite logical, as Spain owns a huge amount of historical, cultural and natural resources.

The special role of tourism in Turkey is evidenced by the fact that it ranks 6th in the world in terms of the number of tourists visiting it, which arrived in 2017, about 40.1 million people. In 2017, foreign tourists spent 22.9 billion dollars in the country.

In China, the tourism sector has developed at a very rapid pace in recent decades. This growth was greatly facilitated by the foreign and domestic policy of the Chinese leadership, which is aimed at removing a significant number of restrictions on the visit of foreigners to China, as well as increasing the country's prosperity among the middle class of the population.

At the moment, China is the fourth country in the world in terms of outbound and inbound tourism. Now the country began to form the world's largest domestic tourism market.

According to preliminary forecasts of the world tourism organization, by about 2020 China will be the largest tourist country.

The recovery of international tourism growth is good news, especially for those developing countries that depend on the sector to generate the income and jobs they need. The challenge today is to maintain this positive growth in the years to come, in a still unstable global economic environment.

Modern tourism plays a major role in the global economy. This industry is developing rapidly and will soon become its most important sector. According to the World Tourism Organization (WTO), the growth of the tourism industry is projected to be irreversible in the ХХI century, and by 2020 the numbers of international tourist arrivals will more than double the level of 2000, from 681 million to 1.6 billion trips. The annual growth of investments in the tourism industry will be about 30%.

This sector of the economy is the fundamental basis of many developed and developing countries. According to the WTO, its contribution to the world economy is equivalent to 11-12% of the world gross national product. Tourism accounts for about 7% of total investment, 11% of global consumer spending, 5% of all tax revenues, and about 7% of global export revenues, which in absolute terms is second only to revenues from exports of oil and petroleum products and cars.

It separately performs important functions:

- International tourism is an important source of currency flows to the country;

- Increases the balance of payments and the country's GDP;

- Promotes diversification of economy, creates areas serving tourism;

- It is one of the means of employment in the country.

The main benefits of Tourism Development to every country:

- New jobs and enterprises;

- Additional income and earnings;

- New markets for local goods;

- Modernization of infrastructure as well as utility facilities and services;

- New qualifications and technologies.

Today, the total number of people working in the field of tourism in the world is 192 million people, which is 8% of the world's total population. According to the WTO and IMF, tourism has been ranked first in the world in terms of products and services (USD 532 billion) since 1998. In this area, it surpassed the automotive industry (7.8%), chemical production (7,5%), food production (6.6%). Currently, the annual growth rate of Tourism Development is more than 7%. According to the WTO, in 2020, the number of travelers will increase by 2.2 times compared to 2000 (from 698 million to 1,561 billion), including income from tourism will increase from $ 476 billion to $ 2 trillion. In 2020, China will be the country with the largest flow of tourists, and Turkey will be the dynamically developing country of tourists.

International tourist traffic by region, 1995-2020 (millions);

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Region | **1995** | **2000** | **2010** | **2020** |
| Europe | 335 | 390 | 527 | 717 |
| Pacific Ocean | 80 | 116 | 231 | 438 |
| America | 111 | 134 | 195 | 285 |
| Africa | 20 | 27 | 46 | 75 |
| Middle East | 14 | 19 | 37 | 69 |
| South Asia | 4 | 6 | 11 | 19 |
| Total | **564** | **692** | **1047** | **1603** |

Source: World Tourism Organisation

International tourism is developing unequal in the world. This is mainly due to the different level of social economic development of countries and regions. International tourism has achieved more development in Western European countries. The share of these regions accounts for 70% of world tourism markets and 60% of foreign exchange flows. Approximately 20% of the population is American, and up to 10% are Asian, African and Australian.

According to the WTO, there are about 15 countries in the world specializing in tourism services, which surpass imports by several times. Tourism is also important for the workforce market. Tourism is mainly related to the labor-intensive sector.

For example, North America accounts for 5 per cent of GDP, 8 per cent of those employed, and 7 and 11 per cent of those employed in Western Europe.

International tourism

Function of international exchange of activities

Leveling function

Production function

Providing employment

Revenue function

**Production function.** In the tourism sector, useful services are being created to ensure a significant share of this industry in the production of gross domestic product.

**Profitable function.** Tourism brings income to the state budget, provides income to tourist centers and tourist enterprises, personal income of workers engaged in tourism. In Europe, every million tourists give at least a billion dollars.

**The leveling function** consists of influence on the economic development of weak regions. In some cases, regions that are relatively underdeveloped economically are attractive for tourism due to natural, environmental and other factors. Thus, in the European Union relatively less developed economically Greece, Spain, Portugal, southern Italy; some areas of the South of France are the main summer holiday destinations of the inhabitants of the continent, which entails an increase in their economic development.

**Providing employment.** Every 15th job in the world falls on the tourism industry, tourism directly employs 130 million people. In the US, the tourism industry is the second largest employer after health care. Tourism has both direct and indirect employment effects. The indirect effect is estimated at 1.4 jobs in related industries, i.e. the creation of one job in tourism entails 1.4 jobs in tourism-dependent industries.

Tourism has a huge impact on many key sectors of the economy: transport and communications, construction, agriculture, trade, production of consumer goods. Thus, international tourism as one of the forms of international economic relations has acquired in modern conditions a huge scale and began to have a significant impact on political, economic and cultural relations between States.

These indicators make it possible to say that tourism today plays a major role in the global economy and is currently one of the most profitable businesses in the world. Therefore, questions about the future of this sector of the world economy, its prospects and dynamics of its development in the coming third Millennium are so important.

Tourism occupies a significant place in international relations. More than 600 million people annually visit foreign countries for tourism purposes. International tourism, characterized by the fact that a large proportion of services are produced at minimal cost locally, is playing an increasingly important role in the global economy.

Due to the fact that tourism is a cross-sectorial area of the economy, covering not only accommodation but also transport, communications, food, entertainment and more, this area affects every continent, state or city. The importance of tourism for the economies of different countries is primarily due to the benefits that it brings with successful development. First of all, it is the growth of jobs in hotels and other accommodation facilities, restaurants and other enterprises of the food industry, transport and related service industries. Another important advantage is the multiplicative effect of tourism, i.e. its impact on the development of related sectors of the economy. The third advantage is the growth of tax revenues to budgets of all levels. In addition, tourism has an economic impact on the local economy, stimulating the export of local products.

High rates of tourism development, large amounts of foreign exchange earnings actively affect various sectors of the economy, which contributes to the formation of its own tourism industry. Nowadays, it is impossible not to notice the huge impact that the tourism industry has on the world economy.

An important feature of the modern stage of tourism development and changes in its organizational forms is the penetration of transport, trade, industrial, banking, insurance, and other companies into the tourist business. The intensive development of international tourist relations has led to the creation of numerous international organizations, promoting the best organization of this sphere of international economic relations.

International tourism has become one of the dominant sectors of the world economy, involving natural, human, cultural, historical and other resources in the sphere of its economic activity. The concept of "tourist resources" as a combination of natural, cultural and historical values and other types of resources of interest to travelers has become relevant. Most of the tourists traveling around the world are residents of developed countries, as well as countries with high rates of economic growth. Still, the majority of tourists prefer to travel to Europe, the second place in the attractiveness of international travel is occupied by the countries of the American continent. In the future, it is expected that the countries of the Asia-Pacific region will come to the forefront.

International tourism is becoming a catalyst for the development of many countries, whose economies are increasingly dependent on this type of activity, as well as many underdeveloped, but attractive for recreation areas. International tourism acts as an important factor in regional development, stimulating the development of desert areas, abandoned lands, backward and depressed areas, extreme areas.

International tourism contributes to the formation of a new type of spatial relationships that reduce the risk of wars, regional conflicts, contributing to the cultural and technical enrichment of countries and peoples.

It is expected that by 2020 the leading tourist destination in the world will be China, and the next most popular will be the United States, Spain, and Hong Kong. By 2020, the number of international tourist arrivals will exceed the level of 1995 by 3 times and will amount to 1.6 billion people. The leaders of outbound tourism by 2020 will be Germany, Japan, the USA, China, and the UK. At the same time, Russian outbound tourism will be somewhere at the level of 30 million people, which is lower than in the UK more than 3 times, and Germany - 5.5 times.

With successful development, tourism can become one of the key elements for creating conditions for achieving strategic development goals, namely, improving the well-being of the population on the basis of dynamic and sustainable economic growth and employment, increasing the level of satisfaction of social and spiritual needs, building capacity for the future development of States and strengthening international positions. Under the condition of effective state policy, the tourism industry ensures the growth of the quality of services, stimulates the development of human capital, improves the quality of life, creates and improves infrastructure.

Thus, all of the above indicates the growing role of international tourism in the world economy at the present time, as well as the prospects for the development of tourism in the near future.

2.3. Boosts of Economic Growth

The tourism sector is one of the sectors that contribute to the economic growth of the country and creates jobs. According to the statistics of the world tourism organization, every 11th person employed in the country directly or indirectly provides services or sells goods to the tourism sector. The development of this sector, which has a positive impact on the economy, is supported by several channels, the main of which are the geographical and climatic features of the country, historical attractions, the availability of qualified personnel. According to studies, one of the factors influencing travel is the value of the currency of the host country. From this point of view, especially for countries with underdeveloped and developing economies, the tourism sector stimulates the growth of the country's economy, as it provides the inflow of currency, and from several aspects has a positive impact on the development of the country's economy.

In this research paper will be illustrated two countries’ cases which mostly rely on tourism. Here they are:

* Georgia
* Maldives

**Georgia**

Tourism based on the principles of sustainable development is a promising direction for achieving the sustainable development goals in Georgia.

The world wildlife Fund recognized that no country in Europe has such a rich flora and fauna and such a variety of landscapes as Georgia. Among the countries of the world with diverse landscape and geologically uneven surface, Georgia ranks twelfth.

The nature of Georgia is multifaceted, and somewhere just unique, which represents a great potential for the development of ecotourism. National parks and protected areas make up 7% of the country's territory, while 75% of protected areas are forests.

For many tourists Georgia is attractive for its biodiversity. In Georgia, in comparison with other countries, there are more species of animals and plants, due to the large area of forests and high Alpine zone. Endemics of flora and fauna are very numerous, that is, plants and animals common in a relatively small area. The plant world alone contains about 500 species of endemic plants.

In 2015, the Government of Georgia adopted the "Strategy for tourism development in Georgia – 2025", which was developed by the Ministry of economy and sustainable development of Georgia together with the National tourism administration with financial and technical support from the world Bank. Representatives of the authorities, tourism business and the public participated in the preparation of the strategy.

The "Strategy of tourism development in Georgia – 2025" sets out the vision of the industry development for the period 2015-2025 together with the strategic plan of government measures to increase the value and importance of tourism in the interests of the country's economy and – as a result – for the benefit of its citizens. The industry development plan was developed through a partnership between the government and the private sector to maximize the satisfaction of tourists, diversify the market and the products offered, achieve a sustainable increase in the size and profitability of the tourism industry, and improve opportunities for job creation.

The strategy aims to achieve eight strategic goals:

1) development of respect, regeneration and preservation of cultural and natural heritage of Georgia;

2) formation of unique authentic experience of tourists on the basis of acquaintance with the objects of this natural and cultural heritage;

3) improving the competitiveness of the industry by providing world-class services to tourists;

4) attracting tourists from higher - cost markets by expanding and improving the marketing and promotion of tourism services;

(5) expanding and developing the capacity of the country to collect and analyze data on tourism activities and to assess the effectiveness of the tourism industry;

6) increasing public and private investment in the tourism sector;

7) improvement of the business environment in order to increase the volume of foreign and domestic investments;

(8) building partnerships between the government, the tourism industry, non-governmental organizations and the public to achieve all of the above objectives.

The strategy is expected to increase the contribution of the tourism industry to the economic development of Georgia. The strategy provides that by 2025 the country should significantly increase revenues from tourism: from 1.8 billion lari (about 670 million dollar US) up to gel 5.5 billion (us $ 2 billion US).

In 2009-2013, Georgia demonstrated one of the highest rates of tourism growth in the world: the total number of tourist arrivals in the country increased by more than 300% – from 1.5 million to 5.4 million people. Total revenues from tourism increased over the same period from $ 475 million up to 1.8 billion dollars. US, exceeding the world average more than 20 times.

According to statistics, in 2018 the number of international tourists who visited Georgia exceeded 8.6 million people, which is 9.8% more than in 2017. For 12 months of 2017, international tourists carried out payment transactions by means of foreign payment cards in the amount of about gel 2.7 billion US dollar.

The first three leaders in the number of foreign tourists visiting Georgia in 2018 are as follows: Azerbaijan — 1.4 million people which is 9.5% more than in 2017; citizens of Russia increased by 23.8% — to 1.4 million people and 1.3 million people (a decrease of 1%). It is noteworthy that the number of international tourists from Russia for the first time exceeded one million. Then follow the citizens of Turkey, Iran, Ukraine, Israel, India, Kazakhstan, Belarus, USA, China, Germany and other countries.

The positive trend continues and the number of tourist arrivals from member countries of the European Union. Latvia (+24), Lithuania (+16%), Czech Republic (+15%), Bulgaria (+12%) and Germany (+11%) stood out in 2018. Tourists from Iran (an increase of 485%), India (+199%), Saudi Arabia (+116%), Philippines (+89%), Oman (+75%) and China (+75%) showed particular interest in Georgia. Special growth was recorded from Korea (+112%), Belarus (+43%), Israel (+36%), Kuwait (+34%), Kazakhstan (+25%) and the United States (+25%).

By 2020, the number of foreign tourists should grow to 8 million and by 2025 – up to 11 million.

Types of tourist services in Georgia

Hospitable Georgia offers a wide variety of leisure activities, allowing to meet the demand for both active and even extreme tourism, and a more relaxed holiday on the beach, with treatments, visiting local cultural attractions and wineries. Georgian national cuisine and wines attract gourmets from all over the world to the country. For tourists as the destination tours and combo, this allows guests to maximize their experience of visiting Georgia.

The following types of tour services are offered for both domestic and international tourism market:

* business tours, including conferences (due to its location and extensive network of major hotel brands such as Radisson, Intercontinental, Holiday Inn, Georgia provides services for the organization of business tourism);
* cultural and religious tours (cultural tours allow tourists to see historical and cultural monuments, which Georgia is very rich in; the Georgian Orthodox Church has a rich history: in every region of the country there are ancient temple and monastery complexes);
* ski tours (winter ski resorts – Gudauri, Bakuriani, Mestia – offer a full package of services);
* ecotours (the country has many protected areas with unique flora and fauna);
* mountain tours (mountains make up 85% of the country, in the North it is bordered by the Caucasian ridge with peaks Shkhara and Kazbek, which is of great interest to climbers, both professionals and Amateurs);
* rural and agrotourism (thanks to the long experience of agriculture and animal husbandry Georgia has great potential for the development of this type of tourism, especially wine);
* medical tourism (in Georgia there are unique resorts with a healing climate, water, mud, etc.);
* adventure tours and tours in the canyons of the rivers;
* resort tours (this type of holiday is focused on the resorts of the black sea coast).

Georgia offers 103 resorts and 182 resort places, as well as 2400 types of mineral and thermal waters. The resorts are developing and improving the relevant infrastructure, expanding opportunities for medical tourism.

According to the national tourism development strategy, Georgia aims to become by 2025 the leading tourist country capable of providing world-class service at any time of the year.

 **Maldives**

The second country which is shown is Maldives. This islands show unimaginable natural beauty and tropical view. Anyway, Maldives does not have many natural resources, except for the beauty and richness of the sea. In fact, 99 % of the Maldives is made up of water. The economy is based on three main pillars: fishing, tourism and shipping. It has poor soil and lack of cultivated land limit agriculture.

In the Maldives, the tertiary sector plays a major role in the economy. Namely, tourism, transport, commerce, trade, services, communication. This sector accounts for more than 3/4 of the gross domestic product. Tourism accounts for half of the income. Every year the country is visited by up to half a million tourists. Since the 1990s, the number of tourists visiting the Islands has roughly doubled. According to statistics, on average, travelers visit the Maldives for a period of nine days. Directly, tourism gives employment to about 25 thousand people. It accounts for more than 60 per cent of all exports of services and goods.

Tourism in the Maldives dates back to 1972. It was first created by an Italian tour operator named George Corbin, who was supported by three enterprising Maldivians, Hussein Afif, Ahmed Nazim and Mohamed Umar Manick. The UN development mission, which visited the Islands in the 1960s, did not recommend the development of tourism in the Maldives. However, with the opening of the first resort in the Maldives in 1972, tourism in the Maldives began to flourish. The first tourist group arrived in Maldives in February of the same year. They stayed in the capital Male and spent 12 days on the Islands.

Tourism development in the Maldives began with the advent of only two resorts, designed for 280 people, in the village of Kurumba and on the island of Bandos.

Scattered in the middle of the Indian ocean, the Maldives, like pearls, is a tropical Paradise. These amazing Islands have a rich nature and underwater world, crystal clear, crystal clear water, amazing beauty of coral reefs.

Maldives is popular among tourists because of its natural beauty, which is formed by white beaches, ocean, clean air and year-round comfortable weather. The climate and nature of the Maldives is ideal for water sports or acivities.

 Holidays in the Maldives is entirely connected with the Indian ocean, as a result, the main types of tourism in the Maldives are:

* Beachfront
* Sports (diving, Windsurfing)
* Cruises

 Beaches in the Maldives are the main attraction of the country and are considered one of the most picturesque on the planet. Almost 99 % of the country is in the ocean, making it the most unique country in the world.

The prevailing type of rest here is calm, respectable and secluded. However, this style is not contrary to sports activities – Windsurfing and surfing, yachting, snorkeling (snorkeling), fishing, Canoeing and catamarans, and especially diving.

Moreover, the position in which stands this country is that – due to the fact that it doesn’t have any developed sector as tourism. Additionally, all the revenue which country gets is totally depends on tourist’s amount.

1. **Tourism in Azerbaijan**
	1. Overview of the tourism sector in Azerbaijan

In the modern world, tourism is considered as one of the most dynamically developing sectors of the economy for any country. Azerbaijan is also paying serious attention to the development of this area. Tourism has already become one of the most profitable fields in the world, a large and rapidly developing economic sector. The Sustainable Development and expansion of the tourism sector has made this sector the main driving force in socio-economic progress. This manifests itself in the creation of new jobs and the establishment of tourism-related enterprises and infrastructure.

In the context of Azerbaijan, this industry is crucial for the diversification of the country and the development of the regions. Azerbaijan's competitiveness in tourism is very high. Our natural resources, colorful climate, rich historical and cultural heritage are an important basis for creating an attractive tourism product. At the same time, the state of Azerbaijan has declared the development of tourism a priority direction in the non-oil sector of the economy. The work done over the past 10 years in connection with the promotion of tourism in the country, the reforms carried out, the adopted state programs, and the improvement of the normative-legal framework prove this once again. As a result of these measures, the tourism industry in Azerbaijan has entered a new stage, our country has become known in the world as a new tourism direction, and integration into the international tourism market is provided in a broader way every year.

As a result of sustainable development in the field of tourism in Azerbaijan, the need for professional personnel has grown rapidly. In order to meet this need, the Azerbaijan Tourism Institute was established. As the demand for highly qualified specialists increases with the opening of new jobs in our country, the importance of quality in higher education is also on the agenda.

Azerbaijan's potential for various types of tourism

* Cultural tourism

Cultural tourism is defined as a type of tourism that includes the cultural heritage of the regions, lifestyle, history, art, architecture, religion of the population, etc. the Country has a huge potential of cultural tourism, as exemplified by the art gallery located in Baku, national mugham music, well-developed world jazz music, national and foreign dances, exquisite and rich cuisine, tolerant attitude to all religions and secular meetings.

* Health tourism

The amount of warm and mineral water sources in the country is in thousands, among which the Istisu, Turshsu, Badamly, galaalti, Shikhburnu, Surakhany are the most famous healing water sources. In addition, one of the most important resort resources of Azerbaijan is Naftalan oil.

* Mountain and winter tourism

As a result of targeted measures for the development of mountain and winter tourism in the country, the development of mountain slopes as promising tourist areas was ensured. So, today such well-known recreation areas as Tourist Center "Shahdag" and Summer-winter recreation and tourism complex "Tufandag" have become popular recreation centers.

* Sport tourism

In recent years, considerable financial resources have been spent on the development of sports infrastructure. Thus, the commissioning of Olympic complexes and centers in Baku, Masalli, Sheki, Guba, Gazakh, Ganja, other cities and regions, as well as the creation of sports grounds and institutions in various sports fields allows to organize and hold large-scale competitions in various sports (European and world Championships) in the country.

* Business tourism

Currently, in order to develop this type of tourism, the opportunities of hotels operating in the country are mainly used.

* Beach tourism

The Northern (Khizi, Siyazan, Shabran, Khachmaz) and southern zones (Lankaran, Astara region) of the Republic of Azerbaijan, starting from the Absheron Peninsula, have a huge potential for the development of beach tourism. In order to ensure the development of this tourism sector, it is necessary to bring in the future the infrastructure of services on the territory of beaches (ponds, pools, etc.) in line with advanced standards with the mandatory increase in the number of additional services (for example, entertainment centers, attractions).

Along with this, the most serious drawback in our country regarding this type of tourism is the short period of the winter season.

* Ecological tourism

The territory of Azerbaijan, where 9 out of 11 climatic zones (from semi-desert and dry steppes to mountain tundra) are observed, is home to more than 4100 species of plants.

• Hunting tourism

In Azerbaijan, hunters with appropriate licenses are given the opportunity to hunt various forest animals and birds.

Statistics

In January-March 2018, 629.4 thousand foreigners and stateless persons from 151 countries arrived in Azerbaijan, or 12.4 percent more than in the corresponding period last year.

|  |
| --- |
| Percentage of people arrived in Azerbaijan during 2018 year  |
| Russian Federation  | 27.4 |
| Georgia | 22.1 |
| Iran | 15.8 |
| Turkey | 11.6 |
| United Arab Emirates | 4.7 |
| Ukraine | 1.9 |
| Iraq | 1.8 |
| Other countries | 14.6 |
| Stateless persons | 0.1 |

Source: The State Statistical Committee of the Republic of Azerbaijan

Of these, 67.9% were men and 32.1% were women. 29.6% of foreigners and stateless persons arrived in January, 26.4% - in February, 44.0% - in March. In March, 25.8% of the citizens who arrived in our country were citizens of Iran, and in March last year they were 4.6% more than in March last year.

In January-March of this year there was an increase in the number of arrivals from Gulf countries (except Iran). Compared to January-March last year, the number of Kuwaiti citizens who arrived in our country increased by 7.1 times, Bahraini and Qatari citizens-by 2.7 times, Saudi citizens-by 2.4 times, Omani citizens-by 1.9 times, Iraqi citizens-by 1.7 times, UAE citizens-by 1.3 times. Among the arrivals from Iran, there was a decline of 6.4 per cent.

In January-March 2018, the number of arrivals to the EU member States decreased by 4.1 percent and amounted to 18.6 thousand people, and the number of arrivals to the CIS countries increased by 6.7 percent and amounted to 204.4 thousand people.

Of the foreigners and stateless persons who came to our country, 63.3% used rail and road transport, 35.9% - air transport, 0.8% - water transport.

In January-March 2018, the number of citizens of the Republic of Azerbaijan traveling abroad decreased by 2.4 percent compared to the same period last year and amounted to 943.3 thousand people. 31.6 per cent of the country's citizens visited Georgia, 27.2 per cent Iran, 21.8 per cent the Russian Federation, 12.3 per cent Turkey, 1.8 per cent Ukraine, 1.5 per cent the United Arab Emirates and 3.8 per cent other countries.

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| --- |
| Percentage of Azerbaijani citizens travelled abroad in 2018 |
| Georgia | 31.6 |
| Iran | 27.2 |
| Russian Federation | 21.8 |
| Turkey | 12.3 |
| Ukraine | 1.8 |
| United Arab Emirates | 1.5 |
| Other countries | 3.8 |

Source: The State Statistical Committee of the Republic of Azerbaijan

Amount of 69.9% of the visitors were men and 30.1% were women.

During this period, the number of Azerbaijani citizens travelling to Iran increased by 5.9 per cent, Turkey by 21.6 per cent, Georgia by 7.4 per cent, and the Russian Federation by 0.1 per cent.

In January-March of this year, 79.7 per cent of citizens of the Republic of Azerbaijan who arrived in foreign countries used rail and road transport, 19.4 per cent-air transport, 0.9 per cent-water transport.

Source: World Development Indicators.

The main bloom in the country's tourism dates back to the early 2000s. According to statistics, in 2017, the country received a record number of foreign tourists-more than 2.4 million people.

Source: World Development Indicators.

According to the World Bank, as can be seen from the schedule, Azerbaijan's income from tourism continues to grow at a pace. And this is the main indicator of tourism development.

Tourism development plays a nuclear role in economic development, attracting investment, and regional development. In the regions of tourism development, educational and health facilities are being built, roads are being built, markets are developing, and new services are being created. As a result, the volume of money raised in circulation increases, the development of the banking system is ensured. All this development also stimulates the training of qualified personnel.

* 1. Special programs and services supporting tourism in Azerbaijan

Ensuring sustainable economic development through the rise of non-oil industries is an important task facing the country at the present stage. Numerous studies show that tourism holds one of the leading positions among non-oil industries in terms of its prospects.

Currently, tourism is one of the business areas, intensively developing on a planetary scale. Azerbaijan, which has a rich cultural and historical heritage and favorable natural conditions, has great prospects for development in the field of tourism. In our country, there are ample opportunities for the development of most types of tourism (rural, health, environmental, cultural, social and commercial, sports, religious, of special interest, etc.).

As it seems, the state uses a number of means, one of which is pursuing special policies for the regulation of tourism.

Thus, carrying out the state tourism policy, the state ensures its development in the following areas:

* The choice of economic, social and political conditions to ensure the targeted development of tourism.
* Improving the competitiveness of the tourism economy.
* Providing most of the population with a place to participate in tourism development.
* Expansion of cooperation in international tourism.

In this direction, regulatory activities can be carried out, a system of two groups of measures aimed at the harmonious development of the tourism industry in the interests of the state and its citizens. This is, first of all, the definition of the legal, financial, economic framework that determines the development of the industry, and secondly, the priority areas in which it is difficult to Finance the private sector, the development of a mechanism for investing in the necessary infrastructure. The scope of these measures can be shown in the figure below:

* Training and retraining of personnel for the tourism sector.
* Support for small and medium-sized businesses in the tourism sector.
* Dissemination of information on the state of tourism in the country.
* Promotion of the national tourism product in the international tourism market.
* Organization of the development of a new national tourism product, etc.

One of the countries where the tourism product needs advertising, perhaps the first, is self-sufficient. Advertising in various fields all over the world plays a key and leading role. It is a kind of good propaganda tool to promote our domestic market abroad. Using different means of advertising, you can use the product for each company, firm, etc. can present to a wider audience. Tourism organizations around the world spend 8-10% of their income on advertising. In Azerbaijan, this figure is only 1-2 per cent.

At the initiative of the Ministry of culture and tourism, international exhibitions are held annually in Baku, and every year the number of participants in these exhibitions is growing, which, in my opinion, is one of the largest indicators of interest in Azerbaijan. At the initiative of the Ministry of culture and tourism, Sasha produces brochures in English. Participation in international exhibitions should be especially appreciated recently. But it seems that the tourism potential of our country will not be increased only by promotion.

According to this, government has embodied special programs for tourism enhancement. Here are some of programs and laws: The law of the Republic of Azerbaijan on tourism (July 27, 1999), the establishment of the Ministry of Youth, Sports and Tourism (April 18, 2001), the adoption of a full-fledged member of the WTO (August 25, 2001), the state program on the development of tourism in 2002-2005 (August 27, 2002), the state program on the socio-economic development of the regions in 2004-2008.

Additionally, in 2016 were signed program which called Strategic Road Map.

The strategic road map includes activities such as supporting the development of the tourism sector within the stipulated time frame, providing quality and competitive tourism services in international and local markets, developing tourism experience in accordance with national values, attracting new investment projects based on modern ideas and innovations, and mutually coordinating the activities of relevant authorities in relation to tourism development.

According to the Decree of the President of the Republic of Azerbaijan On approval of the "Main directions of the strategic road map on the national economy and the main sectors of the economy" and the resulting issues of March 16, 2016 No.1897, a working group was established to develop detailed plans for the development of the economy of Azerbaijan in 11 sectors, including 8 main and 3 auxiliary sectors. This Decree of the head of state gave the relevant instructions regarding the development of the economic development strategy and action plan until 2020, long-term view until 2025 and the target view after 2025.

In order to achieve **four main goals** were set in the tourism sector of the country until 2025.

* **Full realization of the tourism potential of Baku city with attraction of a large number of foreign tourists**

Establishment of the National Bureau for tourism promotion and support of its activities in Baku city, updating information on attractive tourist places of city and package of tourist services, carrying out propaganda, development of tourist infrastructure, including hotel complex and attractive tourist places at reasonable prices.

* **Formation of a favorable environment for the development of the tourism sector in the country**

Organization of activities of the Tourist Council, the creation of tourist and recreational areas, the development of infrastructure for local and foreign tourism services, eliminating at the regional level the problem of seasonality, improving air links with the main tourist markets.

* **Development of regional tourism for local and regional tourists**

Reshaping the needs for health tourism, supporting the development of winter tourism, creating cultural tourism routes, supporting the development of business tourism, strengthening sustainable tourism potential (ecotourism, rural tourism and etc.).

* **Creating a national system of quality tourism in order to improve the level of satisfaction of tourists**

Attracting investments to educational programs in tourism, improving the system of standardization and certification in the field of tourism.

Analysis of the current situation

The policy framework in the tourism sector due to the implementation of "State program on development of tourism in Azerbaijan Republic in 2002-2005" approved by the Decree of the President of the Republic of Azerbaijan dated 27 August 2002 No. 1029. It was created favorable conditions for tourism development and laid the foundations for the integration of our country in the international tourism market.

In continuation of this policy, the state program for the development of tourism in the Republic of Azerbaijan in 2010-2014 was approved by presidential Decree No. 838 of 6 April 2010.

In order to rationalize the use of tourist resources and to ensure a wide format of acquaintance with the natural monuments of our country, which has a rich geographical landscape, as well as with the ancient cultural and historical heritage of our country, the year 2011 was declared the "Year of tourism" by the Order of the President of the Republic of Azerbaijan dated February 15, 2011 No.

The order of the President of the Republic of Azerbaijan "On additional measures in connection with the development of tourism in the Republic of Azerbaijan" dated September 1, 2016 No. 2295 reflected a number of instructions to the relevant state bodies concerning the development of tourism infrastructure in the country, the formation of tourism services that meet international standards, the improvement of the legislative framework and the mechanism of state regulation of this industry.

* 1. Recommendation of using foreign experience in Azerbaijan

It’s very important to analyse tendencies of foreign countries, how they get the economic growth by strengthening tourism sector. So, knowing their experience gives a big chance to our country. By practicing foreign experience in Azerbaijan our government can achieve a growth in economic and tourism sector.

Now, I’ll present some proposals for improvement tourism in Azerbaijan by using foreign countries experiences. Additionally, there is a division on proposals:

**Proposals**

**State care for tourism, world experience in financial and tax policy regulation in this field** **and their application to Azerbaijan**

**The world experience in purification quality services in tourism sector and their application in Azerbaijan**

**International experience by membership in international organizations and its application to Azerbaijan**

**The experience on the regulation of air tickets and opportunities of its application to Azerbaijan**

**The experience on the construction of starless hotels and opportunities of its application to Azerbaijan**

**World experience of development of regional, rural, family tourism and their application to Azerbaijan**

**World experience on effective marketing in the field of Tourism and its application in Azerbaijan**

* **State care for tourism, world experience in financial and tax policy regulation in this field and their application to Azerbaijan**

**Turkey’s experience:** according to the law on “promotion of tourism” in 1982, subsidies (for example, construction of hotels) were allocated from the state budget to support the development of the sector. Even about 80% of the expenses were taken by the government.

The Turkish tourism Bank provides small loans to entrepreneurs in order to ensure a steady flow of investment in the sector. Business entities can rent state-owned land up to 49 years, depending on the type and volume of investment.

In order to develop the tourism infrastructure, $108 million was allocated from the budget in 2005-2011.

**Italy's experience:** the Italian government has taken a number of successful steps in recent years to introduce tax benefits. The object of the tax concession, which was introduced in 2014 and is called “ArtBonus”, includes private donors, as well as business donations for the promotion of Italian culture in 2014, 2015 and 2016.

The “ArtBonus” tax credit is granted to individuals or other business entities that protect or restore Italian state heritage, cultural institutions and venues, including theatres and music halls.

At the same time, with the aim of increasing competitiveness of the Italian government in the tourism sector, it is planned to apply 30% tax concessions for the construction or reconstruction of 1,2,3 star hotels and electronization of the sector.

* **The world experience in purification quality services in tourism sector and their application in Azerbaijan**

In carrying out research on the development of personnel in the field of tourism, state policies related to the quality of services rendered, the activities of the US and Turkish governments in this direction should be emphasized.

Both the United States and Turkey offer various world-class educational programs in the field of tourism.

In addition to the presence of higher education institutions operating in the **United States** which training qualified personnel in the field of tourism, special attention is paid to this direction within the framework of the state program. Within the framework of the implemented programs, young people with disadvantages, persons of social strata who do not have financial means for education and representatives of other social groups receive quality education in the field of tourism and work in this sector. To this end, the US government allocates large sums of funds.

The Federal Government of the United States wants to make sure that customers are provided with high services in the field of tourism. Customers are satisfied with what they see, and they will want to go back to where they travelled before. To this end, the federal government is preparing subsidies and programs to educate their employees as a special support to small scale enterprises in the tourism sector, making special offers. In 2012 alone, $4.8 billion was spent on quality improvement in education and employment services for those working in the tourism sector. In addition, this amount has been spent on improving the situation of youth in the sector, youth without primary education, workers who lost their jobs and living space. By increasing the skills of workers in the US tourism sector, they are closely involved in their employment, as well as increasing their chances in an area where tourism is in serious competition.

Providing a high level of service to tourists in **Turkey** is one of the main conditions and for this it is required that personal be a professional. The Turkish government has implemented a comprehensive action plan to support the sector and as a result, it has achieved sustainable development of this sector. One of the main tasks of Association of Turkish Travel Agencies (TURSAB) is to increase the professionalism of tourism companies, including those working here.

There are more than 700 university programs offering tourism specialties in Turkey and the total number of students studying in these programs is about 39,000 students. The university programs are based on teaching methods that provide both theoretical and practical knowledge. The strong competition in the tourism sector in Turkey, as in the United States, results in improving the professionalism of its employees. In addition, it is planned to continue to compete with professional staff at the world level.

A similar policy is being implemented by **France**. In France, tourism is constantly considered as a business sector. The main problem in this country is the seasonal nature of tourist facilities and resorts. Employees work in unstable workplaces. This is why the workforce in the sector is periodically updated and there is a need for training. At the same time, the professionalism of employees in the tourism sector in France is at a high rate. Recently, in order to solve the problems of seasonal workers in tourism and other sectors, reforms have been carried out in terms of work environment, safety and sustainability. In other words, the signing of labor contracts with seasonal workers, training for workers in the sector, ensuring living near workplaces for the protection of workers, etc. refers to the organization. The government has adopted a legislative act that provides for the introduction of tax benefits for seasonal workers.

**Italy's** experience in this area is also interesting. Assuming that the education given by secondary schools was not enough to train qualified workers, the government reformed secondary schools for this purpose and gave special powers to vocational schools. Wine-growing, food, education in areas such as hoteliers began to be promoted.

Finally, the proposals on this topic are taking into account the business potential of the tourism sector, the creation of specialized tourism-vocational schools can help to provide jobs to a large number of people in this field, as well as increase the professionalism of people working in this field.

Additionally, taking into account the opportunities of Turkish and US universities to study in the field of tourism, creating more opportunities for students studying in the field of tourism in the state program on education abroad.

* **International experience by membership in international organizations and its application to Azerbaijan**

As a result of research, countries have benefited greatly from membership in international tourism organizations in critical times. Membership in international tourism organizations has made a serious contribution to the development of tourism in **Japan**. Membership in international organizations has yielded results especially in critical moments. Thus, 2011 saw a sharp decrease in the number of foreign tourists in Japan. The Republic of Korea (South Korea) also faced with the same picture. In addition, as a result of the events of September 11, 2001, there was a sharp decrease in the number of tourists visiting the country as a result of the lack of confidence in the safety of flights globally. As a result of the general efforts, membership of the same organizations allowed to discuss and eliminate this problem.

**Proposals on the topic:** Ensuring networking of Azerbaijani tourism companies and foreign companies which work there, and their membership in international organizations can be one of the steps that will stimulate the development of this sphere.

* **The experience on the regulation of air tickets and opportunities of its application to Azerbaijan**

At the same time, the steps taken in **Japan** in relation to aviation differ from the experiences of other countries. On the initiative of the National Tourism Organization of Japan, discounted flights such as Visit JAPAN Fare and Star Alliance Japan Airpass Fare are offered to tourists visiting Japan from abroad.

The tourist visiting country receives discounts on tickets for travel between the tourism sectors within the country.

* **The experience on the construction of starless hotels and opportunities of its application to Azerbaijan**

Care and public policy for the development of cycling tourism in **Latvia** requires work in this area. The Latvian government has identified the main directions and routes of bicycle tourism and is trying to build hotels with or without stars along these routes. In addition, these routes are among the works done to create longitudinal camping places and to update road signs.

The reason for the development of this sphere in **Russia** is the intention to develop auto-tourism here. At the same time, the main goal is to create a roadside infrastructure. In the clusters to be created for auto-tourists, it is planned to provide collective accommodation, nutrition and other relevant services. At the same time, it is planned to build starless motels, camping places, allocate special places for parking of vehicles, open cafes, restaurants, auto service spaces, which will form a network in the country in general. These networks are planned to be located throughout the country, on the busiest roads.

Special attention can be paid to the construction of starless hotels in **Georgia**. As a result of the extreme liberal tax policy and low taxes, due to the low administrative costs associated with real estate, there was a serious need for the construction of 2-4 star hotels along with large brand hotels in Georgia.

Suggestions on this topic are building starless hotels or without stars along the county’s main highways to create conditions for the travel of low-cost tourists.

* **World experience of development of regional, rural, family tourism and their application to Azerbaijan**

 In the course of research of the presented countries’ rural, family or regional tourism special attention has been paid to its development. In countries such as **Latvia and Japan**, the development of these areas is perceived as a strategically important issue. For example, a small country like Latvia sees the protection of its national identity in the development of rural tourism during the globalisation period, while Japan sees the preservation of regional diversity and the happiness of people.

In the globalisation time the country as small as Latvia and without any mega brands can continue to compete only by national identity - people, language, culture and values. For this reason, song and dance festivals, including traditions, non-concrete cultural heritage, should strengthen Latvia's national identity in the Globo world. For this reason, in Latvia, along with the material heritage (monuments, buildings, etc.), the development of the intangible heritage and its organic connection with the tourism sector are seriously considered. This is why special attention is paid to the development of rural tourism.

Therefore, song and dance festivals, including traditions, non-concrete cultural heritage, should strengthen Latvia's national identity in a globalizing world. For this reason, in Latvia, along with the material heritage (monuments, buildings, etc.), the development of the intangible heritage and its organic connection with the tourism sector are seriously considered. This is why special attention is paid to the development of rural tourism.

In **Japan**, the bodies responsible for the tourism sector included “people's happiness” to the strategic tasks. According to Japanese philosophy, by developing tourist attractions in the country, people can enjoy a happier and meaningful life. At the same time, the development of rural tourism should contribute to the economy of the country in general along with tourism, preserving the diversity of local communities and improving their standard of living, turning them into tourist destinations.

Also since the mid-1990s, as a result of state effort in Japan, farmers were encouraged to create “domestic farms”. Private farms “internal farms” provide tourists with rooms and beds. After that, tourists from the city had the opportunity to participate in the daily life of farms. They could participate in planting, mowing and fishing.

For the development of rural tourism in **Russia**, southern regions with fertile soil were chosen as the target. The Stavropol region is one of such districts. There are opportunities for the development of regional tourism and rural tourism here.

The development of rural or regional tourism is understood differently in the **United States**. Tourists are attracted to a visit to the National Park and nature reserve. In addition, by organizing tourist flow to densely populated areas of Aboriginal population, additional sources of income are created for them, contributing to the preservation of regional diversity.

The **French** government is very serious about building infrastructure in places for the development of rural or regional tourism. The construction of the relevant infrastructure together with the hotel and transport system is important from this point of view. Among the measures taken, the construction of waterways, a railway network, a network of airport and highway roads can be shown. Projects requiring financial investment are being implemented to improve the transport infrastructure and beaches of the Alps.

In turn, **Georgia** wants to attract foreign tourists to the regions by advertising the ecological purity of its products.

Proposals: identification and preservation of specific features of regions in Azerbaijan, ensuring effective use of regional differences in the direction of promotion of tourism. As a result, along with the promotion of tourism, the socioeconomic development of the regions can be accelerated.

In addition, it’s important to create conditions for the use of rural houses as starless hotels. If so, the participation of tourists in rural life can increase the attractiveness of this area.

In addition, the development of many social services, the provision of high-speed internet in rural areas can create conditions for the urban population to carry out their work in the villages, which can greatly contribute to the development of rural and regional tourism.

* **World experience on effective marketing in the field of Tourism and its application in Azerbaijan**

**The Japanese National Tourism Organization** (JNTO) has been actively engaged in serious activities since 2001 to improve the country's international image and promote Japan as a tourist destination. In this work, along with JNTO, the country's embassies abroad, local governments, tourism industry and foreign tourist firms have effectively used the opportunities.

Advertisements were shown on Korean, Chinese and Hong Kong television, were placed in newspapers, foreign journalists were invited to Japan. However, the work done in this area has been regularly publicized by the JNTO website.

**Latvia's** marketing strategy in the field of tourism is one of the important documents defining the country's tourism-related development. Latvia believes that the successful geographical position of the country is not sufficiently promoted. There are many opportunities for the development of Riga as a conference center, and the marketing strategy is aimed at eliminating all these shortcomings.

The country's marketing and tourism development strategy was developed by independent academics on the basis of state order and the opinions of the Latvian population were also taken into account. As a result of the SWOT analysis, the country's tourism system was seriously analyzed in terms of marketing.

And the last suggestions relies on conducting SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis of the country's tourism potential with the participation of local and foreign specialists specialized in tourism marketing and developing a marketing strategy accordingly.

1. Conclusion

The development of effective tourism involves the development of projects and coordination of their goals and objectives in the global economy. There is specificity in the development of such projects, since significant funds are attracted not only by travel companies, but also by the state budget.

Tourism acts as an "invisible" product. A characteristic feature and a kind of advantage of tourist services as a product is that a significant part of these services are produced at minimal cost on the spot. Recently, tourism has become a social phenomenon. He moved from the category of luxury product to the category of product available to the consumer. At the initial stage of its development, tourism was considered as an element of social and cultural influence. Nowadays it is considered an economic and mass social phenomenon.

Tourism stimulates the development of other related sectors of the economy: trade, transport, communications, agriculture, production of consumer goods, etc. Along with high economic potential, tourism plays an important social role. It has a significant impact on employment.

Modern trends in the development of the world market of tourist services are the steady growth of international tourist arrivals and revenues from them; the continuing leadership in inbound and outbound tourism of the same regions and countries; exceeding the growth rate of interregional tourist flows over intraregional.

Tourism is projected to grow by 45.8% in the future. It should be noted that this growth is due to the strengthening of the material and technical base of accommodation, improving the level and culture of services.

Based on the growth rates of tourist routes and those wishing to participate in this process, it can be concluded that tourism will develop at a high rate, exceeding the pace of development of the main sectors of the national economies

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In the near future, international tourist arrivals will be mainly concentrated in developing countries. The growth of tourist flows will increase by 4.4% per year, and in developed countries – by 2.2% per year. By 2030, the number of tourists arriving in developing countries is expected to be much higher than in developed countries. In 2030, 57% of international tourist arrivals will be concentrated in developing countries

Coming to the Azerbaijan, the country put different reforms to increase tourism position. Now, our country tries to decrease dependence on oil sector, and the one of non-oil sector which is in need of development is tourism. To introduce yourself to foreign countries, our country spent a lot of international competitions in order increase number of tourists visiting country.

The main objectives of tourism development are: the expansion and adaptation of tourism resources to modern standards, the expansion of the range of services, leisure tourists, services necessary for their needs, excursions and other cultural activities, the study and continued operation of sanatorium resources, the expansion of hotels and other tourist facilities, the increase in tourist routes, the development of types of tourism, the publication and dissemination of materials reflecting the cultural traditions of tourism, eco-tourism and rural green tourism as priority types of tourism, state regulation of recreational tourism.

Thus, the development of tourism plays an important role in socio-economic development of world countries.

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