



The Ministry of Education of Azerbaijan Republic

**Improvement of strategic management of development
tourism in Azerbaijan**

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Abstract

In this diploma, I will give information about the improvement of developing tourism in Azerbaijan. For this, first of all, I will investigate the theoretical basis that provides sustainable development of the tourism sector of the country. Then, I will substantiate the investigation by using real practical examples. First of all, I will give information about strategies and their strategical usage. Then, I will investigate the place and role as well as the current situation of tourism in Azerbaijan. I will end the first part of the investigation by the theoretical basis of management. I will analyze preparation, development, and evaluation of the strategy which used to materialize the strategic management in the tourism sector.

As a continuation of this research, I will study the role of the state in the development of tourism. To do this, I will provide information about private and public sector cooperation for the development of strategic management in the tourism sector. Then I will provide information on the role of the Strategic Road Map in the tourism sector of Azerbaijan. As in all areas, I will also complete my research by providing information about staff in the field of tourism, which is one of the key roles in strategic management.

So, in the end, I will try to choose the most effective methodology, taking into account the key factors influencing the creation, development and development of Azerbaijan in the field of improvement of strategic management.

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Introduction

A strategy to achieve one or more goals under strategic uncertainty conditions. Tactical, logistics, and so on. The term "general art", which includes subgroups of various skills, including the term used in the 6th century Eastern Roman terminology, has been translated into Western European languages. From the 18th to the twentieth century, the word "strategy" has revealed a comprehensive way of trying to pursue political goals, including the use of force or real power in a willing dialectic, both in a military conflict. interact

Strategic management is the management of resources to achieve the goals and objectives of an organization. Strategic management allows for setting goals, analysing competitive environment, analysing internal organization, evaluating strategies, and managing strategies across the organization. Strategic management in the heart involves how the organization coincides with its competitors and whether it comes from within the organization or from its competitors and that the threats facing the organization are.

Tourism is the key to development, prosperity, and prosperity. In the context of Azerbaijan, tourism industry is critical to economic diversity and regional development, as it is given priority in Azerbaijan's development strategy.

Despite the enormous potential and prominent breakthrough in terms of infrastructure and facilities for the tourism industry, there are many challenges that Azerbaijan has to overcome. One of these challenges is to provide quality service by qualified personnel.

Regarding the development of tourism in Azerbaijan, the Ministry of Culture and Tourism is planning to provide employment for the region, which will create new tourism infrastructure in the regions, involve foreign and domestic investors in

the regions and establish new tourism enterprises. Tourism Office employers have travelled to the 30 perspective regions and towns for tourism development and travelled to the city on a formal tour, completed a survey of regions for the establishment of different tourism forms in the regions and prepared the necessary plans on March 15th. The next stage of the process is to identify and invest in tourism regions in Azerbaijan. Regarding the profitable use of tourism areas, ensuring maximum utilization of local potentials and the status of regions in order to protect the environment, The main criterion in the exploitation of the regions will be the development of regions and the improvement of the socio-economic situation.

Approval of the Strategic Road Map on the development of tourism industry has put a new beginning in this area. Approval of the "Strategic Road Map on the development of specialized tourist industry in the Republic of Azerbaijan" by the Decree of President Ilham Aliyev has laid the foundation for a new stage in the tourism industry of our country.

The tourism sector in Azerbaijan is growing rapidly and attracting the attention of foreign tourist organizations. Representatives of international companies who visited Armenia as part of their business activities noted that the country has a tremendous potential for further development of the tourism sector.

Strategic recommendation that the state's tourism policy be based on four major strategic principles to transform Azerbaijan into an attractive and successful tourism destination: Strategic industry stimulates planning, coordination, research and statistical development, creating a favorable economic environment for industry development, diversity of tourism products, improving industry standards and protecting public interest offers various advice on how to provide assistance.

In addition, the document provides extensive information on four main areas of development, including improving institutional framework, enhancing infrastructure development, diversity of tourism practices, enhancing professionalism in marketing and communications, and providing relevant recommendations on how to achieve government goals for more sustainable tourism development in the country.

At the end, there are very much factor impact to improvement of strategic management of development tourism in Azerbaijan. We will give information about one of them in this dissertation. Finally, we can try to find all of them improvement ways of strategic management of development tourism in Azerbaijan.

1. THEORETICAL BASIS THAT PROVIDE SUSTAINABLE DEVELOPMENT OF TOURISM SECTOR OF THE COUNTRY

1.1 The role and place of tourism in the social economic development of the country

The travel industry is an imperative component of the economy in numerous nations, gives employments to nearby individuals, fills inns and eateries, expands the quantity of recreational exercises, gives remote trade get to, etc.

The travel industry depends on the utilization of certain neighborhood assets and its inner monetary structure predicts that the nation or area being referred to acquires income from the travel industry exercises.

Migration administrations are frequently identified with the issue of constraining laborers' inflows and regularly just enable private laborers to be utilized based on unique grants. Be that as it may, this happens just when the nation is presented to its very own genuine lack work assets or in the event that it doesn't have enough specialists to do certain undertakings (relentless, risky, messy work and so forth.).

Accordingly, the visa allowing passage to the nation demonstrates that it is illegal for vacationers to pay any action. For instance, Australian visas convey a stamp that unmistakably shows that the bearer isn't qualified for work or work.

This guideline is likewise official on business voyagers since they get monetary help in their nations or work environments and along these lines convey cash to the nation they visit. Additionally, business the travel industry is very rewarding (business sightseers burn through 3-4 times more cash than vacationers in different classes on their movements).

As talked about before, the travel industry effectsly affects the economy. As a matter of first importance, it makes business openings; the second one is pulling in remote cash to the economy, creating pay, diminishing the joblessness rate, helping the economy to accomplish supportability.

As indicated by the Statistics Committee of the Republic of Azerbaijan, in 2012 Azerbaijan has acknowledged more than 1.5 million remote travellers, whose design is the travel industry (stat.gov.az, 2012).

The majority of the previously mentioned impacts are brought about by the travel industry, however require significant interest in the foundation. In the meantime, nations or districts ought to have adequate common assets for the travel industry. In this manner, concerning Azerbaijan, all locales have potential for the travel industry since Azerbaijan is in a rich atmosphere district with 11 atmosphere zones. This gives the nation an extraordinary chance to create the travel industry.

These days, another district is prominent for its normal assets. The city was upgraded and new lodgings and resorts were constructed. Neighborhood individuals see the job of the travel industry in this area. Today, Gabala is home to numerous universal and neighborhood music celebrations. Touristy in Gabala, travelers are coming.

In spite of these advancements, the travel industry part just takes 1.2% of the all out GDP of Azerbaijan. The development rate of the travel industry division is 22%. Nonetheless, the job of the travel industry is once in a while considered. The explanations behind this are given beneath;

- Azerbaijan picked up its freedom in 1991, after autonomy all businesses were decimated. In 1994, in any case, Azerbaijan marked the Century Convention, which empowered the economy of Azerbaijan to develop quickly. Since 1995 Azerbaijan

has picked up a notoriety for being a sheltered nation where vacationers can rest decisively. Be that as it may, the travel industry is becoming in all respects gradually because of the Armenian hostility.

- The other reason is the general value level. Contrasted with neighboring nations, voyaging and resting in Azerbaijan is costly.
- Service quality does not meet the desires for local and outside vacationers.
- Regions are excluded as non-stop flights to the global air transport arrange.

Azerbaijani President Ilham Aliyev marked another state program for the improvement of the travel industry in Azerbaijan between 2006-2015, considering every one of the elements. What's more, 2011 was formally reported as the time of the travel industry in the nation. What's more, state programs for the advancement of areas are effectively completed.

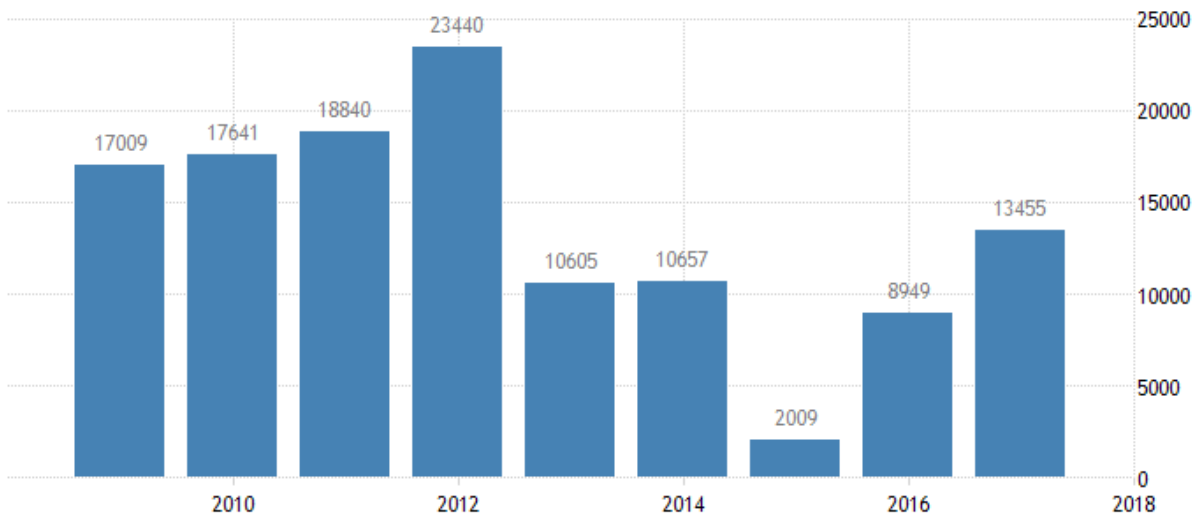
Subsequently, numerous universal occasions occurred in Azerbaijan. The Eurovision melody challenge, the Azerbaijan cycling visit, the ladies' reality football title, the European Olympic Games, the Economic Forum, and so on., are instances of universal occasions held in Azerbaijan between 2011-2013. These occasions demonstrate that Azerbaijan is one of the worldwide the travel industry goals on the planet.

Presently, the WTO is the first and the main overwhelming, making a refinement among residential and universal the travel industry. Household the travel industry represents 75-80% of the complete number of voyagers on the planet and is accordingly a lot higher than the worldwide rates in numerous nations.

Azerbaijan can possibly create local the travel industry and to pull in outside explorers. The nation has a rich authentic and social legacy and pristine wild nature.

Touching base in Azerbaijan and residential the travel industry is very different. Natural, sports, instruction, work, treatment and wellbeing advancement, angling, chasing, movement related and gastronomic the travel industry types are growing generally effectively.

Traveler Arrivals in Azerbaijan ascended from 8949 out of 2016 to 13455 of every 2017. Vacationer Arrivals in Azerbaijan expanded to 14060.08 from 2006 to 2017, coming to the most astounding of all seasons of 23440 of every 2012 and the least dimension of 2009 out of 2015. Sightseers touching base in Azerbaijan from 2009 to 2019. As per the graph, we see most travelers coming to Azerbaijan in these years.



SOURCE: TRADINGECONOMICS.COM | THE STATE STATISTICAL COMMITTEE OF THE REPUBLIC OF AZERBAIJAN

Source: Statistics Committee of the Republic of Azerbaijan

Therefore, the travel industry ought to be said to be the processing plant without smokestack. Indeed, even third nations profit by the travel industry that causes their economies to create. We realize that the profits from the travel industry will enable the nation to close its spending shortfall, assemble its framework, set up

new medical clinics, schools, colleges and stop its locale standing, help different parts thrive, and help improve the welfare of society. what's more, secure common assets. The economy is developing in Azerbaijan today on account of the profits from the oil part.

Be that as it may, so as to dispose of reliance on the oil division, non-oil parts are pulling in extraordinary consideration in the Azerbaijani economy. One of them is the travel industry part. In any case, there is a ton to do in the travel industry with advancement. Since the elements referenced above are the principle purposes behind not increasing more than the travel industry. Be that as it may, 9 of the 11 climatic areas and wealthy in characteristic assets need to take a huge offer of the travel industry in Azerbaijan.

To whole up, to build the job of the travel industry in the economy and the improvement of the travel industry in Azerbaijan;

- First of all, the value level ought to be perused as in any event in neighboring nations Turkey and Georgia practices ought to be executed
- In request to get a substantial offer of the universal the travel industry advertise, the regularity factor ought to be mulled over and the travel industry exercises ought to be stretched out to 4 seasons.
- In request to improve household the travel industry landings, neighborhood sightseers ought to be given additional rewards, for example, value motivators and settlement + multiple times dinners.
- Airports ought to be incorporated into worldwide flies and code partaking in areas to improve universal advancements in the districts.

- Service quality ought to be improved to meet universal and neighborhood travelers' desires.
- Local individuals should be prepared to keep conventions better
- Natural assets ought to be protected yet not squandered
- Develop frameworks of the areas
- Ensuring security for travelers
- Special vacationer data focuses ought to be set up to avert mistaken assumptions and defects in the relations among voyagers and neighborhood individuals and to educate outside travelers about nearby societies before visiting the nation.

1.2 The current situation and development perspectives of the tourism potential of the country

To outline the abovementioned, it ought to be noticed that contemporary financial aspects think about the travel industry as a composite financial framework, a multisectorry generation complex called a travel industry part.

The travel industry is a substantial monetary framework with various relations between individual components inside the system of the relations between the national economy of a given nation and the world economy overall. Also, the goals of the travel industry must meet the necessities of open profound quality and great request.

Notwithstanding the present circumstance of the travel industry improvement on the planet and in our nation, an investigation of the measures taken by the Ministry of Culture and Tourism of Azerbaijan makes it conceivable to assess the upper hands and lacks of our nation. A visitor vector among the real traveler markets. Based on the insights, it tends to be obviously expressed that the asset capability of Azerbaijan is feasible for the travel industry to enter a standout amongst the most beneficial parts of the nation's economy (at the dimension of improvement of the travel industry foundation).

It is a beneficial piece of the travel industry economy in the globalized world. It contributes significantly to the financial plan of generally nations. Azerbaijan ought not be deserted in this improvement, on the grounds that the nation has all the normal and geological capability of a travel industry goal. Hazar, Mugan, Karabakh, Mile fields, mountains, timberlands, streams, water assets, lakes, summer diversion territories and recorded relics are touristic attractions. Azerbaijan has nine of the world's 11 atmosphere zones and adds to the scope of goals advertised. As business reinforces, open doors for the advancement of the travel industry focuses are expanding.

The Azerbaijani government has made creating the travel industry a need. New the travel industry offices are worked in the areas and social and chronicled holds are being built up or reestablished. The state has resolved to build up foundation in the districts. The travel industry can help conquer the genuine joblessness issue in the nation and positively affects the advancement everything being equal.

With respect to the districts of Azerbaijan, the elements of the travel industry advancement are evolving. Improvement relies upon the quantity of offices in a locale, the vicinity of the district to capital, the pace of business advancement and

the dimension of generally monetary improvement. The western district of Azerbaijan has not had the capacity to keep pace with different areas as far as the travel industry improvement. There are a few reasons. Initially, the western locale is a long way from Baku and the streets are just fixed. The Ministry of Culture and Tourism of Azerbaijan is dealing with a travel industry advancement program in the western district so as to keep the travel industry improvement at a similar dimension in all locales of the nation.

Voyagers visiting Azerbaijan will in general be keen on each territory, from recorded and social to recreational regions. As indicated by a report distributed by the Ministry of Culture and Tourism, around 15,000 exiles live in Azerbaijan.

Beshbarmaq (Five fingers) mountain in Siyazan locale. The remaining parts of a 3-5-year cautious post are still observed over the mountain. Khidirzinda Shelter is situated on the mountain at this moment

They visit the areas of Azerbaijan more than the neighborhood individuals. Service authorities, publicizing and special work of outsiders to help better perceive Azerbaijan, he says. Remote sightseers are pulled in to Lahik History and Culture Reserve, which was established in 1980, and to Xinaliq, the high mountain town in the Quba Region. The service specialists trust that each remote vacationer visiting the nation is imperative, in light of the fact that even the individuals who remain for multi day are paid for settlement and administrations. Nonetheless, contrasted with Soviet occasions, the quantity of guests entering and visiting bunches is little. Endeavors ought to be made to build enthusiasm for all vacation destinations in Azerbaijan.

The rich normal assets and common decent variety offer magnificent open doors for the advancement of various the travel industry zones. Indigenous

individuals utilize these needs; they take an interest in the green town the travel industry and give lodging, sustenance and even the travel industry administrations to nearby and remote voyagers in all periods of the year. The individuals who help in the administration of the workers additionally advantage for certain towns; Because of the neighboring towns, sustenance and offers sightseers the chance to do. To help such the travel industry, which assumes a critical job in the advancement of public activity, the Tourism Office always arranges preparing and courses in the districts for the promotion and improvement of town the travel industry. Town the travel industry is likewise a critical factor in the promotion of our way of life, conventions and cooking. Uncommon courses are composed by global associations to promote this travel industry and to prepare specialists in this field. Hence, a dimension estimation was done on 14-15 August 2003 in Baku regarding the matter of "Security of biological territories and financial advancement of the district with the assistance of Ecotourism in the South Caucasus Region". .

So as to grow the travel industry capability of the nation, the Ministry of Internal Tourism composed in September 2003 on the eve of the General Tourism Day. Agents from the travel industry division from around 30 areas and regions took an interest in the estimations with the exhibits and found the chance. To give the travel industry offices to natives and the travel industry organizations.

With the assistance of UNO, the Ministry of Culture and Tourism started to build up traveler data focuses in the locale of 7 areas so as to actualize and extend the travel industry capability of the districts. These focuses will prepare neighborhood specialists in the field of the travel industry and assume a positive job in killing the absence of staff in the locale.

The Azerbaijani government, spoken to by the US government in Azerbaijan and the Ministry of Culture and Tourism, spoke to the give understanding and the

Development Agency for the planning of the Strategic Development Plan for Tourism in Azerbaijan.

So as to examine the issues and advancements in the field of the travel industry and discover their answers, Ministry of Culture and Tourism sorted out 3 Republican Conferences on Tourism. As an individual from UTO, the Ministry is observing Universal Tourism Day consistently.

The measures taken by the Ministry of Culture and Tourism depend on the advancement of the travel industry office in the districts and the improvement of social and financial conditions.

The Ministry of Culture and Tourism does a progression of estimations so as to grow the travel industry openings in our nation. In excess of 20 publicizing productions mirroring the travel industry chances of our nation, hakkında Information for visitors hakkında booklet, "Welcome to Azerbaijan" inventory,, A guide about Azerbaijan İçin book, Azerbaijan and Baku the travel industry maps, lar Welcome to Azerbaijan CD Ü l si and others. The above distributions have been distributed in Azerbaijani, English and Russian. On the solicitation of the Ministry, the magazine "Azerbaijan Review" was distributed six times each year in Russian and English. Data on the measures in the field of the travel industry given in the "Travel industry News" paper is distributed month to month. The previously mentioned distributions were conveyed to the members and members of the travel industry fairs and to the government offices and portrayals of Azerbaijan in remote nations. The ads of the travel industry capability of our Republic were set in the travel industry diaries distributed in outside nations. Video materials mirroring the travel industry framework of our nation have entered the universal the travel industry fairs. The Ministry of Culture and Tourism sends them data about the travel industry chances of our nation dependent on the uses of remote nationals.

1.3 Theoretical basis of strategic management that provide sustainable development of tourism sector of the country

One of the fundamental suppositions of the travel industry improvement is the nation balance. The travel industry creates where regular, social or authentic landmarks are and where the harmony between the ecological components isn't aggravated. Consequently, different writing sources depict the need of economical the travel industry and characterize their start and advancement. The primary article of practical improvement was expressed in the World Commission on Environment and Development (Common Future, 1987). In this report, economical advancement is characterized as karşı meeting future improvement needs without trading off the capacity of future ages to address their own issues "(Common Future, 1987). Since its reception, Governments, NGOs and researchers have extended the meaning of manageable improvement for the necessities of different areas of the economy, just as the travel industry. This report was trailed by the United Nations, which facilitated the International World Summit in 1992. Rio de Janeiro. The gathering brought about the Agenda 21 technique, which is the quintessence of reasonable advancement, which is controlled by the personal satisfaction, diminishing the dangers to the earth and supporting the consistent utilization of sustainable assets.

In view of the general beginning stages of supportable improvement in 1992, the making of a lot of standards for feasible the travel industry was proposed by the World Wildlife Fund and Tourism as pursues: (United Nations Sustainable Development, 1992)

- reasonable utilization of assets,
- Reduce abundance utilization and waste,

- Maintain assorted variety,
- incorporate the travel industry in arranging,
- supporting nearby economies,
- incorporate nearby networks,
- Consultancy for partners and the general population,
- Training staff,
- mindful the travel industry advertising,
- look into.

Maintainable the travel industry is one of the ways to deal with the improvement of the travel industry part, which should help the chief in the travel industry division to adjust the positive and negative consequences for the present and future populace (United Nations, 2001).

The constructive outcomes of the travel industry are the travel industry incomes, esteem creation and multiplier impact, commitment to remote trade profit and other non-monetary (ecological, social and social) impacts. The negative impacts of the travel industry are awkward advancement, cost expands, wrongdoing, etc.

The practical advancement of the travel industry currently has a place with the most discussed issues. Definitions characterizing the substance of manageable the travel industry have two fundamental components, which are the limits of the earth (limited sources) and then again, human needs (the necessities of organizations and society). The principle task is then to address the issues of the guests and the neighborhood network while regarding the earth. While finishing up different ways to deal with supportable the travel industry improvement, we presume that it remains

on three columns. The first is to give monetary advantages to the travel industry goal (financial productivity), at that point to guarantee the welfare of the nearby network (corporate social duty) and the base natural effect (ecological manageability).

When characterizing the substance of reasonable the travel industry advancement, it is deficient to concentrate just on the supply side. It is important to consider the conduct of the guests (request side). The OECD (2002) characterizes reasonable customer conduct as social, monetary and political exercises going for the utilization of such merchandise and ventures that add to a superior personal satisfaction, while limiting the utilization of regular assets, squander creation, dangerous substances and discharges. The danger of gathering the requirements of who and what is to come.

Social and mountain goals, as certain travel industry goals, are pulled in to numerous outer or positive elements. In this manner, it is imperative to set up an arrangement of manageable pointers that ought to be utilized to decide feasible standards in the travel industry so as to avert social legacy and regular conditions for who and what is to come.

All through the ages, the intellectual procedure turns out to be a piece of the travel industry exercises. Yet, there is nothing to encounter more at a goal. In this way, so as to secure regular, authentic and social assets, the travel industry specialists are keen on feasible advancement in goals. Since social and mountain goals fill in as the natural, social and financial assurance of the goal, supportability is the two zones that should be estimated. Specialists in feasible the travel industry have recognized different standards and pointers that can be connected to the training. Be that as it may, the strategy for recognizing and planning supportable the travel industry pointers for social and mountain goals needs natural, social and financial markers for the two unique territories, to be specific social courses and mountain goals.

Maintaining a strategic distance from the writing survey, basically, a considerable lot of the writers referenced before don't give point by point guidelines on precisely how to gauge the three mainstays of a goal's maintainability. In light of the data got from the writing audit, the reconciliation of hypothetically characterized pointers with the down to earth applications has likewise been inadequate in social and mountain goals.

Along these lines, the additional estimation of the article lies in the production of a particular observing framework that centers around social and mountain goals. Be that as it may, further research should go for other the travel industry locales and their manageable improvement conditions.

UNDP, as a methods for extending youngsters' perspective on formative issues, propelled a Human Development Course at a few Azerbaijani colleges, including the State Administration Academy and the State Economic University, which instruct future authorities and financial analysts, separately.

An astounding achievement in improving human welfare was the foundation of the Baku Training Center for the jobless in participation with the Ministry of Labor and Social Protection and the SYSLAB, a Norwegian NGO. The venture presented a creative work program - over 80% of the jobless utilized by the Center got a new line of work in a couple of months. This methodology is wanted to be rehashed in two noteworthy Azerbaijani urban communities.

UNDP takes an interest in endeavors to enhance the non-oil economy and the travel industry is one of the promising divisions that will add to the acknowledgment of this yearning objective. In spite of the fact that Azerbaijan has a tremendous the travel industry potential and has made a jump in framework and offices for the travel industry, administration conveyance to sightseers is still beneath norms. UNDP has

set up an association with the Ministry of Culture and Tourism to build up the limits of the travel industry focuses and Azerbaijan Tourism University and plans to help set up a praiseworthy professional school for the advancement of qualified staff in the travel industry area in Baku.

2. SELECTION AND SUBSTANTIATION OF STRATEGY FOR THE DEVELOPMENT OF TOURISM

2.1 Method of strategic analysis in the selection of strategy

The travel industry is a vital wellspring of pay for some nations and, at times, is urgent to the economy of both the source and the host nation. This exploration was directed in Azerbaijan and we utilize the SWOT approach and fluffy rationale for practical the travel industry improvement methodologies. SWOT examination is a generally utilized apparatus to break down outer and inside conditions in the meantime so as to accomplish a precise methodology and offer help for a choice circumstance.

In light of the vital records of the Republic of Azerbaijan, SWOT examination was directed in Azerbaijan. By utilizing SWOT examination, elements of inner and outer condition (both negative and positive) have been resolved for the improvement of the travel industry in Azerbaijan. The qualities and blends of their belongings decide the intensity of local the travel industry items in remote markets. The qualities and outside circumstances recognized structure the premise of the aggressive procedure for the travel industry improvement in the district and are executed through a rundown of measures for their utilization and obtaining. In view of these elements, a separated item methodology is exhibited in the travel industry. Shortcomings and outside dangers are viewed as confinements on the advancement of the travel industry in the district. In this way, the accompanying variables propose instruments to dispense with them or limit their unfavorable impacts.

SWOT-Analysis of the global tourist attractiveness of Azerbaijan

Strengths	Weaknesses
<ul style="list-style-type: none"> • favorable geographical position; • relatively developed transport infrastructure; • rich cultural and historical heritage • rich natural heritage: <ul style="list-style-type: none"> - on the territory of Azerbaijan you can see all kinds of relief: the mountains and the lowlands, plains and valleys. - rich flora and fauna, the presence of Naftalan oil, 750 km of the coast of the Caspian Sea can attract tourists • political stability, • security level in the country; • rising incomes per capita • the stability of the national currency. 	<ul style="list-style-type: none"> • insufficient use of existing tourist potential of the republic; • the lack and poor quality of tourist infrastructure and services; • the high cost of accommodation, meals, transport and other services offered to tourists, significantly exceeding the average European level; • obstacles to attracting investment in tourism infrastructure consisting of the absence of ready investment sites, the availability of administrative barriers, unfavorable conditions of the land lease; • seasonality of most tourist products of the republic combined with seasonal inaccessibility of key objects of tourist show

<ul style="list-style-type: none"> • developed economic relations with European countries and regions 	<ul style="list-style-type: none"> • shortage of skilled labor force that determines the low quality of services in all sectors of the tourism industry, maintaining the negative stereotypes of the image of Azerbaijan; • insufficient popularity of republic and its tourist product brands on international tourist markets, lack of tourist products that meet international standards;
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Opportunities	Threats
<ul style="list-style-type: none"> • development of environmental, sports and other types of natural as well as cultural and business tourism in cooperation with foreign partners • improvement of normative legal regulation in the sphere of tourism by use of experience of foreign countries; • development and improvement of tourism infrastructure, including concomitant (transportation, catering, entertainment, etc.) by use of experience of foreign countries; • the creation of new priority tourist centers in cooperation with foreign partners • development of international and interregional tours, due to integration into corporate networks 	<ul style="list-style-type: none"> • Macroeconomic risks associated with the possibility of deterioration of the internal and external environment, reducing the growth rate of the economy, the level of investment activity, high inflation, the crisis of the banking system; • financial risks associated with the emergence of budget deficits and as a result insufficient level of budget financing; • geopolitical risks associated with war and terrorist activities; • international risks associated with the situation on the international markets, exchange rates, the degree of mutual integration of the states;

<ul style="list-style-type: none"> • advertising and information promotion of image of Azerbaijan as a country favorable for tourism on the international and domestic tourist markets; • improving the quality of tourism and related services by use of experience of foreign countries; • providing conditions for the personal safety of tourists by use of experience of foreign countries; • the creation and promotion of competitive brands of tourist products; • Development of new study programs related to tourism service for employees, which are engaged in tourism industry, in cooperation with foreign partners; • Development of Tourism marketing strategy of Azerbaijan. 	<ul style="list-style-type: none"> • technological and environmental risks, i.e. changes in climatic conditions; some lowland flooding due to rising level of the Caspian Sea.
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Source: created by the creator (Гулиев Дж. (2011) and Republic of Azerbaijan State Statistics Committee Statistics database.

In view of the combination of inside and outer natural elements utilizing the network - SWOT has demonstrated that the republic's most vital variables for the interior and outside condition are sure so as to frame the premise of the methodology of expanding the intensity of the republic. the travel industry, as pursues:

- actualized a positive topographical area and created monetary connections with European nations and districts, and global ventures and projects;
- The expanded likelihood of vacationers courses through the advancement of global and interregional visits because of reconciliation into the corporate system;
- Tour marking, creation and advancement of traveler results of aggressive brands.

The most imperative negative factors in the improvement of the travel industry in the Republic of Azerbaijan, constraining the conceivable outcomes and decreasing the intensity of the travel industry items, is as per the following (Рагимов С.Г., 2008):

- Inadequate notoriety of the Republic and the travel industry item marks in global the travel industry markets, absence of the travel industry items that satisfy worldwide guidelines and necessities;
- Seasonality of most the travel industry items in the republic with the regular detachment of key objects of the visitor reasonable;
- immature the travel industry foundation and poor administration.

The most vital components, which are emphatically accentuated as far as the advancement of the travel industry, in the outside and inward condition of the republic, assume a critical job in killing the negative impacts of negative outer and inner natural elements. Besides, some positive variables can be utilized at the same time against various negative components.

2.2 Development strategy of the tourism of the country

Azerbaijan's travel industry part methodology underscores occasion the travel industry, for example, facilitating business meetings and universal games. The extension of the carrier's goal and the disentangled visa strategies have likewise opened Azerbaijan to normal visitors from the Middle East. Azerbaijani Airlines or an AZAL New (traveler) and Silk Way Airlines (load) began non-stop flights to New York in 2014 after an audit of the nation's airplane terminal security by the US Transportation Security Administration. The US-Azerbaijan Open Skies Agreement, marked in April 2016, prompted a further increment in business flights between the two nations. AZAL and Silk Way have purchased countless made flying machine in the course of recent years and proceed to extend and modernize their armadas.

So as to pull in more visitors to Azerbaijan, the legislature rearranged the visa routine and prepared the ASAN (dahil Easy Amerika) Visa System inside three days of use for natives of qualified nations, including the United States. Moreover, in June 2016, single passage visitor and travel visa expenses were decreased from \$ 50 to \$ 20. In February 2017 Georgia outskirt from abroad nations, Iran, Russia and Turkey fringe control indicates for passage visas Azerbaijan and ASAN installment terminals to rapidly make courses, including courses presidential announcement. Different changes incorporated the foundation of a Tourism Council headed by the Minister of Culture and Tourism, the opening of 15 territorial workplaces of the Ministry of Culture and Tourism and the arrangement of the travel industry offices in 10 nations. In 2018, an autonomous State Tourism Agency left the Ministry of Culture.

As in different segments, couple of extensive holding bunches are prevailing in the cordiality segment in Azerbaijan. Various surely understood western chains

work in Baku and spotlight on rich vacationers, business explorers and huge scale meetings and games. The Central Bank of Azerbaijan appraises that 33.5% of all travel industry benefits in the nation are for business voyagers. Interestingly, the working class, two and three star lodgings, boutique and overnight boarding house convenience, inns and diversion focuses advertise has not been grown yet.

Since 2012, Azerbaijan has concentrated on occasion the travel industry to improve the division. That year the nation facilitated the Eurovision Song Contest and FIFA's U-17 Women's World Cup. Azerbaijan facilitated the main European Games in 2015. Baku facilitated five Formula One Grand Prix occasions at Baku City Circuit in 2016 (Note: Azerbaijan marked a 10-year contract with Formula 1. The initial five years of necessary and ensuing five years are discretionary.) In May 2017, Islamic Solidarity He facilitated his diversions. Azerbaijan, which has made significant framework interests in the 2014-2015 period, including another Olympic arena and a connecting private complex for universal competitors, will have the up and coming Summer Olympics amusements to have real global games, and furthermore have World Expo 2025 will make hopefuls.

Over the most recent four years, new ski resorts have been opened in the Gusar and Gabala areas, and the improvement of lodgings and visitor destinations in the locale is falling behind in Baku. bundle bargain consolidating with different goals in the area, which goes to Azerbaijan, particularly Baku-Tbilisi-Kars new railroad Railways after the best approach to Georgia and Turkey would probably expand the travel industry.

As indicated by the State Statistics Committee of the Republic of Azerbaijan, there are 563 inns in the nation since 2017: 35 state-possessed, 515 private, eight outside and five joint endeavors. The State Statistics Committee revealed that the gross incomes of movement organizations and visit administrators were \$ 41 million

of every 2017 and \$ 36.7 million of every 2016; In 2017, inn incomes added up to \$ 284 million. The quantity of sightseers visiting Azerbaijan expanded 20% in 2017 contrasted with 2016. Of these, roughly 30% from Russia, 20% in Georgia, 13% from Iran, Turkey and go from 11% to 4% of the UAE. Originates from different nations.

Organizations that have aptitude in friendliness the executives, or three and four-star lodging networks and establishments, have the chance to extend their administrations to existing visitor offices in Azerbaijan, to loan their ability to white collar class vacationers and spending voyagers.

The inns have open doors for organizations that can give qualified representatives or give preparing to improve them, just as organizations that can give calculated help to their inventory network. Excursions for work and gatherings keep on being the principle focus of Azerbaijan's accommodation industry, and organizations that sort out business meetings can discover openings in the Baku advertise. Individual, family and bundle the travel industry, which are not related with corporate travel, is a development zone. In Baku, there is an absence of excitement scenes that can open up skylines for new US organizations to put resources into this region.

Azerbaijan, Fire Country, effectively growing new techniques to pull in vacationers to the nation. The methodology of creating the travel industry in Azerbaijan between 2016-2025, created by the Ministry of Culture and Tourism, mirrors the present substances and improvement capability of Azerbaijan in the field of the travel industry. The job of the administration in creating the travel industry, techniques for participation with different nations and other vital components and proposals were additionally featured in the report. So as to change Azerbaijan into an alluring and effective spot for the travel industry, the system visualizes building

strategies dependent on four essential standards. These incorporate the formation of good financial conditions for the travel industry advancement, broadening of the travel industry items, improvement of modern measures and open enthusiasm for the travel industry. The new the travel industry procedure is presently accessible for endorsement by the important body and is as of now under audit.

The past program on the travel industry advancement in 2008-2015 was gone for the discerning utilization of the travel industry capability of the nation's verifiable landmarks. For this situation, Azerbaijan endeavored to pull in around 3 million voyagers per year. More than 2 million vacationers landed in Azerbaijan a year ago and created almost one billion manats (over \$ 950,000 million) in income from the travel industry. Today, the's nation will likely invite 5 million travelers every year. To accomplish this objective, the nation intends to decrease air tickets, lodging costs and visa process while building extra spending inns. The vast majority of the voyagers originating from various pieces of the world need to get a visa to go to the Old Fire Country and the Ministry of Foreign Affairs will before long make suggestions for encouraging the issuance of these visas. The nation likewise affirmed methodology for acquiring visa for travelers when they touched base in Azerbaijan.

The Ministry of Tourism has allowed the privilege to structure an electronic the travel industry visa to 65 certify travel organizations. After the solicitation has been sent, a limit of 10 days of e-visa is accommodated travelers. As of now, the Ministries of Foreign Affairs and Tourism are attempting to diminish the enlistment time frame from ten to five days. Today the nation can have in excess of 35,000 sightseers in excess of 530 lodgings, however Azerbaijan still needs lower cost inns to satisfy the needs of spending travelers. Having facilitated the European Games introduced in June, Azerbaijan brought in excess of 28,000 outside sightseers amid the 17 days of the first class sports rivalry. All together for this pattern to proceed,

the nation can profit by the usage of the previously mentioned proposals just as the advancement of different principles for quality travel to Azerbaijan.

Continuing the process of accurate and comprehensive planning of the tourism industry, which has a globally-oriented and diverse role in diversifying the country's economy, is one of the major issues. In this regard, the research and analysis carried out by the Ministry of Culture and Tourism shows that there is a need for a strategy that reflects the relevant recommendations for a more effective and sustainable development of the industry in Azerbaijan.

The Tourism Development Strategy in Azerbaijan for 2016-2025, prepared by the Ministry of Culture and Tourism, covers the current state of tourism industry, development potential in the country, the role of government in tourism development, potential forms of cooperation between stakeholders, successful methods of cooperation, information about important elements and recommendations.

Strategic recommendation that the state's tourism policy be based on four major strategic principles to transform Azerbaijan into an attractive and successful tourism destination: Strategic industry stimulates planning, coordination, research and statistical development, creating a favorable economic environment for industry development, diversity of tourism products, improving industry standards and protecting public interest offers various advice on how to provide assistance.

Along with this, the document provides extensive information on four main directions of development, including improvement of institutional framework, enhancing infrastructure development, diversity of tourism experience, enhancing professionalism in marketing and communications, and providing relevant

recommendations on how to achieve government goals for more sustainable tourism development in the country.

2.3 Evaluation of efficiency of the suggested strategy

The travel industry in Azerbaijan is at present experiencing a renewal and restoration process. Prior to freedom, the focal organizers from the Soviet Union made critical interests in the travel industry division of Azerbaijan - particularly lodgings, transportation offices, historical centers and other traveler goals. Azerbaijan, an essential the travel industry focus inside the Soviet Union, profited by the substantial resources obtained from this speculation. Nonetheless, the focal arranging approach did little to advance or advance the improvement of immaterial resources (development, imagination, adaptability, client administration, and so forth.) that ought to be focused in the worldwide the travel industry showcase. Accordingly, after Azerbaijan picked up its autonomy, the key players in the segment had no limit or information to showcase the nation and its attractions as a special traveler goal.

After the breakdown of a long war with the previous Soviet Union and Armenia, the travel industry area halted because of a critical decrease in the customary visitor advertise, an absence of harmed framework and speculation. Regardless of the decrease in the division, the CDC group trusts that the travel industry part has various positive factors that will help improve its proficiency, attractiveness and intensity throughout the following five years.

The expansion in interest in foundation, transient business explorers and framework from a network that does not have a typical ostracize network is the consequence of a functioning oil industry and in the present moment are imperative factors that will decidedly influence the travel industry of Azerbaijan. The locales required assets to build up a solid the travel industry. Business voyagers will ask for and request great inns, eateries and administrations. The biggest influenced networks will be the networks focused by Baku and the oil business. For business explorers who need to see more in the nation, there will be a few effects on the travel industry division in different zones serving as end of the week and goal excursions. Over the long haul, in any case, the group trusts Azerbaijan can possibly pull in an extensive number of global vacationers. The nation is honored with materials that will make great recollections for sightseers, including regular or fascinating scenes, individuals, truly rich religious assorted variety, intriguing urban communities to investigate, surprising nourishment, colorful smells, chances to bring home the recollections they have purchased, and that's just the beginning. security all through the nation. Having these highlights will go far to guarantee that Azerbaijan will re-build up the travel industry more extensive.

The Government of the Republic of Azerbaijan started to actualize a methodology for the improvement of the travel industry in the Republic in 2016-2025. The most astounding need of this program is the rebuilding of Azerbaijan's travel industry foundation. Notwithstanding improving physical resources, the arrangement incorporates a lot of techniques for improving the quality and aggressiveness of the division in the global the travel industry advertise. The Azerbaijani government needs to create preparing for key staff in the division, including visit administrators and aides, just as the retreat and other cordiality staff. So as to build the aggressiveness of the part in the long haul, extra advances ought

to be taken to fortify the division. In the close term, the proposed spending designations for the satisfaction of the assignments indicated in the procedure ought to be adjusted.

An extremely appealing element for Azerbaijan to pull in global vacationers is the visa procedure. It is generally simple for Azerbaijan to get visas for the travel industry purposes, particularly for North American, European and Japanese guests. Upon landing in Baku, a transient visa with a solitary section can be gotten for a moderate charge. Twofold passage and numerous section visas are additionally accessible, yet just through the Embassy of Azerbaijan or the Ministry of Foreign Affairs.

A proposition by the Evaluation Team on the visa front can accelerate the general visa process by enabling the Ministry to spread the visa procedure before the aircraft's visa frames, so individuals can enable them to fill in the structures before coming to international ID control. what's more, abbreviate the general lines themselves.

As a major aspect of this evaluation, the group met with neighborhood government agents in Guba, Sheki and Ganja. The gatherings featured the diverse qualities of every area, which was set in the travel industry as a major aspect of the financial improvement methodology. The provincial contrasts demonstrated will impact the travel industry advancement in Azerbaijan all in all.

A standout amongst the most dominant resources for Azerbaijan's travel industry advancement is the administration culture - Azerbaijanis are renowned for their neighborliness. This culture is best reflected in the lodging and eatery segments.

As indicated by the WTO report, there are around 100 lodgings packed in Baku; notwithstanding, this number might be not exactly most inns in Azerbaijan

presently hold IDPs and are never again reasonable for sightseers. The CDC Review Team visited seven inns in Baku, one in Ganja and one in Sheki.

While in Azerbaijan, the group visited a few celebrated exhibition halls both in Baku and in the area. What the group found was that despite the fact that it had essential accumulations, there was little data about English, with striking pictures and intriguing data, and not very many exhibition halls had visit guides (multilingual or something else).

In spite of the fact that Azerbaijan does not right now have Tourist Information Centers (T.I.C.) in Baku or in the districts, a few inns can give data on different parts of the nation. Furthermore, T.I.C. is intended to be worked in the six extra districts dictated by the Ministry of Tourism in a joint effort with UNDP in the middle and toward the finish of Baku. Local offices will be built up in Baku and in Guba, Nakchivan, Sheki, Mingechevir, Ganja and Lenkoran.

In Azerbaijan, the Review Team expressed that, aside from a solitary guide, in which VA's view is cave the best guide anyplace de, neither Baku nor Baku has an expertly prepared visit manage. locale. This is a flat out need that the area must have so as to profit by the district's visitor cash.

Now and time, the visit administrator/travel office area of the travel industry in Azerbaijan is immature. At present, it is difficult for a guest to purchase a voyage through the city or nation, on the grounds that no data is given to guests at the air terminal and the inn is constrained if there is any data about visit administrators. The assessment group met with visit administrators who created unique visits for gatherings, however these were to a great extent focused at not singular voyagers, yet organization travel facilitators. Indeed, a few lodgings have created in-house visits to respect their clients and demonstrate the deficiency of alternatives for

Azerbaijan visits. In addition, it is seen that the Tour Operators and Travel Agencies in Azerbaijan work to pitch visits and tickets to local people going outside Azerbaijan, as opposed to selling residential visits and tickets, instead of pitching bundles to the outsiders going to the nation. At long last, when meeting these nearby Tour Operators, the Team didn't perceive any expert stuff selling their items, since it was unreasonably costly for anybody to do it autonomously.

As indicated by the US State Department, Azerbaijan faces genuine ecological difficulties. The dirt all through the locale is contaminated by DDT and poisonous squanders utilized in cotton generation in the Soviet time frame. Caspian oil and petrochemical businesses have likewise added to the issues of air and water contamination. These have enabled a few researchers to see the Absheron Peninsula (counting Baku and Sumgayit) and the Caspian Sea as the most biologically crushed districts of the world. There are a couple of ecological associations in Azerbaijan, yet couple of assets have been dispensed to begin the essential cleaning and avoidance programs. Overfishing by poachers undermines the survival of the Caspian sturgeon stocks, the wellspring of a large portion of the world's caviar supply. The Convention on the International Trade of Endangered Species (CITES) records all types of sturgeon, including all business Caspian species, as dangers.

By alluding to the administration's ongoing vital advancement plan, there are numerous recommendations for improved and more extensive showcasing to draw in more individuals to the nation. In any case, the Evaluation Team trusts that this arrangement does not address the issue for a far reaching advertising intend to advance the travel industry in Azerbaijan.

3. PREPARATION AND REALIZATION OF A GOVERNMENT PROGRAM ON THE REALIZATION OF THE TOURISM STRATEGY

3.1 Cooperation of government and private sector as a tool for the realization of the development strategy of tourism

In recent years, the tourism industry in Azerbaijan has started to play a leading role in expanding the non-oil economy. Because in our country with ancient and rich culture, high hospitality, there are great opportunities for further development of this sphere. In recent years, the existing opportunities have been widely used in this direction, and at the same time, big projects have been implemented in the direction of tourism development with state support and modern infrastructure has been established.

Approval of the Strategic Road Map on the development of tourism industry has put a new beginning in this area. Approval of the "Strategic Road Map on the development of specialized tourist industry in the Republic of Azerbaijan" by the Decree of President Ilham Aliyev has laid the foundation for a new stage in the tourism industry of our country.

Implementation of the tasks outlined in the "Main Directions of the Strategic Road Map in the Major Sectors of the National Economy and Economy" in Azerbaijan, the formation of a modern tourism industry that meets the highest economic, social and environmental requirements, increasing its specific weight in the country's economy and implementing a co-ordinated policy in this area is a clear example of what has been done to carry it out.

In addition to the implemented reforms, the establishment of the Tourism Council of the Republic of Azerbaijan as an indicator of high state care towards the development of the tourism industry is considered as an important step.

The main purpose of the Tourism Council is to analyze the current situation in the tourism sector of the country, to take necessary measures to eliminate the problems in this field, and to coordinate the implementation of the tasks assigned to the state bodies in the field of tourism. The Council held six sessions only five times last year. Workshop to develop tourism industry within the framework of the meetings, coordination of important events held in our country, establishment of working groups for the establishment of proper coordination in the development of tourism sector, conducting trade festivals, the Presidential Resolution "On additional measures to accelerate the flow of tourists to the Republic of Azerbaijan" on February 20, 2017 the implementation of the issues arising from the Presidential Order, as well as the opening of the summer tourist season in our country and the implementation of the Action Plan for 2017-2020 on the development of beach tourism and a number of other important issues.

In accordance with the Regulations on the Tourism Council, the decisions made at all sessions of the Board have been recorded by the Secretariat of the Council operating in the Ministry of Culture and Tourism. Overall, 145 decisions were made at the Council's upcoming meetings.

Today tourism, including international tourism, is in the focus of attention in Azerbaijan. Since tourism is a field that combines the human body, cultural communication and awareness of people here also have great social, political and cultural significance. Tourism does not only serve the spiritual enjoyment of organizing people's emotions, but also carries out the functions of tourism to educate people with different information and develop their outlook.

Today it is wrong to imagine the process of tourism organizing separately from culturelogical processes. The form of organization of tourism becomes the main participants of recreation and entertainment. Applied culturology treats science as a major area of culturelogy and a kind of social cultural activity in leisure time. Its educational significance also depends directly on:

- Tourist - the direction of the excursion and the theoretical-ideological level meet the modern requirements?
- What are the pedagogical approaches and methods used to organize social and cultural activities of the masses during travel and excursions?
- Will the new knowledge and skills gained by these people be needed in the future?
- Strengthening the sense of social identity self-motivation during traveling and excursions Will revealing talent to increase public activity meet modern requirements?

Azerbaijan has great potential for turning it into a tourist profile country and promoting its word on the world arena. Rich natural resources, ancient history and architectural monuments have a special geographical position, and coastal zones of the Caspian Sea are of particular importance in the development of tourism. In this case, we might ask such a question. What is not enough to turn the country with so many natural resources into an advanced tourist destination? First of all, Azerbaijan should have the right policy and strategy in this area. It is known that tourism is one of the main directions of national interests and economic development. Every Azerbaijani citizen must be convinced today that tourism is capable of solving the socio-economic problems of a person. Tourism also prevents the process of polarization polarization and stratification in society. This area creates conditions for

equitable distribution of national income among the population. Clearly, tourism is in interaction with the economy.

According to the World Travel and Tourism Council, tourism sector in Azerbaijan accounts for 2.8 percent of GDP and 2.6 percent of employment. The presence of great tourism resources in Azerbaijan indicates the potential of this sector. In order to reduce dependence on oil revenues in recent years, purposeful measures in the tourism industry, which are among the priority sectors of the non-oil sector, have created favorable conditions for the development of tourism in our country.

The most successful models of tourism reform in the world practice and their application in our country were analyzed by international and local experts, and a preliminary draft of the strategic roadmap for tourism was prepared.

In the following period, it is imperative that a number of measures be taken to form tourism services that meet the international standards by developing existing tourism potential in Azerbaijan.

In addition to the activities of the Caspian Sea related to the Republic of Azerbaijan, tourism and recreational areas with the cooperation of public and private sectors in the tourism potential of the Republic of Azerbaijan, tax and customs privileges and privileges in these zones, it has been reflected.

Establishment of tourism representatives in the diplomatic missions of the Republic of Azerbaijan abroad will provide more information about foreign tourists, promotion of tourism potential of the country, promotion of world tourism products, organization of sales, increase of tourist flow to the country and increase of interest of foreign investors in this sphere.

Tourism relations with neighboring countries are also priorities. Improvement of legislation on fast passage of passengers in border checkpoints of the Republic of Azerbaijan with Russia, Turkey, Iran and Georgia will eliminate the density in the checkpoints. It should be noted that the number of visitors from these countries to Azerbaijan exceeds 2 million annually.

Establishment of the professional holiday of tourism workers can be regarded as a part of complex measures to be undertaken in this area. Thus, on the basis of another Order of the President of the Republic of Azerbaijan, Mr. Ilham Aliyev, every September 27 is celebrated as the Day of Tourism Workers Day in the Republic of Azerbaijan.

Thus, the Ministry of Culture and Tourism, implementing state policy in the field of tourism in the republic, recognizes the existing tourism potential of the country in the international arena, organization of numerous visits of tourists to Azerbaijan, development of different types of tourism, adoption of legal and normative acts, development of small and medium business in tourism. , purposeful work is being carried out in the field of creation of modern tourism infrastructure. Over the years, many international events have been held in the field of tourism in our country and international routes have been developed.

3.2 The role of “Strategic Road map for development of specialized tourism industry in the republic of Azerbaijan” in the development of tourism potential of the country

The Strategic Map of the National Economy and Main Sectors of the Azerbaijan Economy is intended to improve the aggressiveness of the economy and to build social welfare dependent on feasible monetary advancement in Azerbaijan. Preparation of ventures that address worldwide difficulties, free challenge condition, showcase passage and human capital advancement will fortify Azerbaijan's situation in the worldwide economy.

The Strategic Roadmap, which incorporates national financial points of view and vital guides in 11 monetary divisions, comprises of 12 archives and was affirmed by the President of the Republic of Azerbaijan Ilham Ali Aliyev on 06 December 2016. Financial Reform and Communication Center was connected. To screen, assess and impart the usage of such an eager change record.

Generation and the travel industry areas, for example, the business products and enterprises segment until the year 2025 to 150 thousand extra work and up to 2035 to create 400 thousand extra work. Giving new employments to residents is constantly vital. In any case, in certain divisions, monetary effect openings are bigger than others. There is a requirement for new employments in the merchandise and ventures division, ie products delivering parts that can possibly be sold in universal markets (eg, modern products and nourishment) or administrations (eg the travel industry and transport). to differentiate the fare.

To expand the offer of non-oil area sends out from US \$ 200 for every individual to US \$ 450 for each individual by 2025, and to US \$ 1,200 for each individual in 2035. In 2025, the import request of the Azerbaijani economy is

equivalent to US \$ 1,000 for every capita. So as to accomplish harmony with imports, merchandise proportionate to US \$ 1,500 for every capita are sent out by Azerbaijan and 90% of these products are oil and gas items. Adjusting the fare of products and enterprises with imports is critical for financial autonomy and solidness, yet there is a more prominent requirement for fare of non-oil division merchandise to diminish reliance on oil costs.

The Strategic Road Map covers activities, for example, supporting the improvement of the travel industry area in arranged time periods, giving high caliber and aggressive the travel industry benefits in worldwide and nearby markets, forming the travel industry works on as indicated by national qualities, and drawing in new speculation ventures. Powerful connection between cutting edge thoughts and advancements and foundations associated with the improvement of the travel industry part.

The Strategic Road Map on tourism industry has identified four key targets in the tourism sector for the period up to 2020.

The Strategic Road Map on the Development of Specialized Tourism Industry in the Republic of Azerbaijan, approved by the Presidential Decree of December 6, 2016, was published in the official press on December 17.

The document emphasizes that by using the existing opportunities and potential effectively, Azerbaijan will become one of the attractive tourist destinations between 2025 and the region as well as other countries. The prospect for the post-2025 period is to turn the country into one of the 20 most popular tourist destinations in the world.

The Road Map has identified four key targets in the country's tourism sector for the period up to 2020 in order to achieve a long-term perspective on the sector.

The first objective is to develop the tourism sector, including the full utilization of tourism potential of Baku, the establishment of better targeting at the national level, establishment of tourism and recreational zones, improving regional tourism infrastructure, improving air communication, simplifying visa procedures the creation of favorable environments.

The third target is to develop tourism in Azerbaijan by implementing regional tourism initiatives, and the fourth target is to improve the standardization and certification system to invest in tourist education programs and increase the satisfaction of tourists.

It is noted that as a result of realization of the targets for the period up to 2020, the real gross domestic product in Azerbaijan will increase directly to 293 million and 172 million manat in 2020, and only 35 thousand in the tourism sector, 25 thousand jobs will be created. The implementation of these measures requires the investment of \$ 350 million at the expense of public-private resources.

Thus, the measures envisaged by the Strategic Road Map can create a very serious turn in this area. According to the strategy of development of the government for near and far, one of the main directions of the postneft economy will be the construction sector. This area was chosen as a priority direction in the strategic road map for the national economy and key sectors of the economy, approved by President Ilham Aliyev. Thus, one of the strategic road maps developed by the McKinsey Company in the United States is related to the development of the tourism sector. According to the strategy, the Azerbaijani government aims to significantly increase the revenue from this area by expanding the potential of tourism services in the country by 2025. Small and medium enterprises providing tourism services will also be provided with state support to achieve these goals. It is planned to implement

concrete reform measures as a continuation of the economic activities carried out in the previous years in 2025.

According to many experts' assessments, Azerbaijan has a rich potential and favorable natural climatic conditions and it has a great potential to integrate Azerbaijan into the global tourism market. For this purpose, it is sufficient to have full and effective use of existing tourism potential and to build service infrastructure. At the same time, taking advantage of the experience of countries like Turkey, Spain, Italy and neighboring Georgia, it is possible to bring Azerbaijan to the top of world tourism leaders.

There are some noteworthy points in the experience of the world's leading tourism countries that the use of these experiences can be useful for Azerbaijan. For example, internships in the field of tourism have been widely spread around the world, such as granting more authority to local government agencies, establishing specialized agencies dealing with state-funded and organizing and coordinating tourism services, and building international representations of the country's national tourism and attractive aspects. It is very important to introduce Azerbaijan's tourism opportunities abroad in the current conditions. However, serious work has not been done to promote Azerbaijan's tourism potential during the Soviet era, nor during its independence. As a result, the use of tourism potential in Azerbaijan, attraction of foreign tourists to the country, income from a tourist is not adequate to the existing potential. I think that the measures envisaged by the strategic roadmap for the national economy and key sectors of the economy approved by President Ilham Aliyev can make a serious turn in this area. "

The acknowledgment of the expressed key goals requires a venture of AZN 350 million. The execution of activities in the State Strategy will be financed utilizing the accompanying assets: State spending plan; Extra-budgetary assets; National

Entrepreneurship Support Fund Funds; Local spending plans; The assets of nearby divisions, organizations and associations, paying little respect to possession; Foreign direct ventures; Loans of nation banks and concedes; Loans, specialized and money related help of universal associations; Other sources not denied by enactment.

Spending plans will be set up in the execution based planning procedure to guarantee that reserves are adequately spent for need targets. Rebuilding of existing spending plans, joint endeavor activities of the private area and a more prominent extent of the vital assets to the detriment of various speculators will be given.

The Strategic Roadmap will be checked and assessed to guarantee its fruitful execution through the important instruments, forms and different assets. Amid observing and assessment, the attention will be on the execution of key exercises, markers dependent on anticipated outcomes and pointers, and furthermore check consistence with the culmination program. Checking and assessment will be done as per methodology dependent on universal techniques.

The yearly movement projects of the working gatherings will be concurred with the coordination unit and affirmed by the principle official body. Delegates of the coordination unit will partake in the three-month gatherings of the working gatherings.

The primary official body will present the three-month work advance reports to the organizing unit no less than 10 days before the quarterly gathering of the working gathering. Considering the complete examination and assessment of the quarterly reports of the gatherings held at the three-month meeting of the working gathering, the organizing unit will present the consequences of the three-month follow-up inside 10 days following the date of the gathering and the proposition for the future time frame to the principle official body. . The coordination unit and the

primary official body will take the fundamental measures to guarantee that the checking results and proposals are considered by the working gathering in their day by day work.

3.3 Staff training in tourism as the method to increase the quality of the services for the tourists

The truth of the matter is that training is a vital part of the Human Resources Development Program in any division or segment. Moreover, we don't belittle the expanding significance of the travel industry part. A large portion of the investigations gave definite data about the adequacy of preparing and advancement in lodging the board or the travel industry. Truth be told, while instruction is a movement intended to furnish understudies with the information and abilities required for work, advancement is a discovering that goes past the present work, and has a more extended term center in the inn's business introduction point of view. . In addition, the advancement procedure is normally done by business directors or administrators who are utilized for this particular reason in the travel industry. Moderately, advancement is a long haul proficient point instead of training. This examination paper accentuates the significance of training and advancement in the travel industry segment. The idea of the examination is exploratory in nature and the scientist has utilized some observational realities to quicken the investigation.

This is a time of globalization. Hence, its impact can be found in all aspects of the economy. Actually, the travel industry is currently confronting numerous issues the world over and it is a dire need to encourage and support all staff working in the

neighborliness business past any conventional preparing. The majority of the researchers recommended that there were some earnest conditions for the preparation and advancement of lodging staff. Some of them are as per the following:

- The effect of globalization and the travel industry.
- The requirement for quality initiative.
- Strategic significance of preparing and improvement.
- Innovative and increasingly gifted strategies prerequisites in the accommodation business.
- The requirement for quality administrations in the friendliness business.
- Economic prerequisites of the travel industry segment.
- Focus on the aptitudes advancement of staff working in the travel industry area.
- The requirement for Human Resource Development programs.

Preparing Needs Analysis is the key factor being developed projects in any venture. As a basic segment of the preparation program, it is an unquestionable requirement for the two mentors and foundations, as it is a basic premise, as in the significant learning and showing process in any establishment. It additionally distinguishes and sets the hole between the requirement for learning and remedial measures to make any worker exceptionally talented at work. It additionally goes about as a scaffold hole between the ideal execution and the real execution. He stresses taking a gander at the association's needs, business execution and staff of any organization or business focus. In this manner, any preparation program ought to be deliberately arranged and structured based on TNA.

The preparation procedure in the travel industry part is a need appraisal dependent on the distinction between the perfect desire for representative execution and genuine execution. It additionally enables representatives to get comfortable with the business condition. HR Development is conceivable as indicated by the requirements of preparing software engineers composed by different instructive organizations occasionally and the changing needs of occupation execution in any segment. Arranging is the second step of the instruction, which is exceedingly credited to objectives, techniques, length, structure, choice system in any foundation. Close to this, solid and steady and gifted preparing programs are sorted out by the preparation staff utilized or doled out for this particular reason. At long last, the assessment of the preparation program is finished.

Likewise, all travel industry exercises require a proceeding with professional preparing for their representatives. That is the reason; lean toward in home training program. This is finished by incorporating inner preparing programs just as outer preparing. The principle goal of preparing and advancement programs is to build up a learning association and to furnish quantifiable returns of venture with these exercises. It is currently the obligation of the Human Resources Manager (HRE) to guarantee that any preparation and advancement program arranged and intended for a particular reason for the establishment or association is consistently actualized. Most researchers contend that the preparation and advancement method ought to be as per the following:

- Must be connected to the program year.
- All preparation projects ought to be ordered in various classifications.
- Training needs ought to be resolved toward the year's end of execution.

- Training needs ought to be characterized through business execution, fundamental execution and individual execution.
- Individual preparing needs ought to be dictated by back to back anticipating an objective premise.
- The Human Resources Manager ought to get endorsement from the leaders of the association for the instructive year as indicated by the preparation spending plan.

Association for the instructive year as per the preparation spending plan.

To finish up the preparation procedure, it tends to be ordered in four stages:

- Access to the instructive needs of any foundation.
- Planning the preparation program.
- Implementation of the preparation program.
- Evaluate the preparation program.

Today, preparing and improvement in any association or business has turned into an essential piece of ability advancement and has been viewed as an ordinary expense of inn business. It composes preparing programs for representatives every now and then to give an acceptable support of every single great lodging, admirably prepared staff or staff to give great visitor offices or administrations. They have to characterize some fundamental necessities and prerequisites for their calling. What's more, the Human Resources Department centers around a well-arranged and composed preparing program for every expert action. Subsequently, the Tourism Industry ought to create preparing programs with business targets or destinations. They should remember that intensity is a time of globalization where it is desperately essential and that the travel industry part is critical for its prosperity.

Conclusion

The purpose of this research was to identify factors affecting the development of strategic management of development tourism in Azerbaijan.

We had to define strategy, strategic management and the tourism potential of Azerbaijan and its current state, the state's impact on tourism. As a result, we had to determine how to choose the most effective strategy for improvement in strategic management of development tourism in Azerbaijan.

First of all, I explored the role of tourism in the Azerbaijani economy, the current situation and the theoretical foundations of strategic management. I determined that the role of tourism in the economy of Azerbaijan has increased in recent years as the development of the non-oil sector and the correct use of tourism opportunities in Azerbaijan. In the current situation tourism is considered to be one of the priority areas in Azerbaijan.

As can be seen from the research, it is necessary to make a selection of tourism and tourism. I have resigned from the SWOT analysis method to select the strategy and the SWOT of the Azerbaijani tourism sector analysed. Then I explored the effectiveness of the tourism strategies used in the country. I came to the conclusion that the strategies prepared for the tourism sector have recently become effective and have led to the development of tourism.

Then I explored the role of the state and the Strategic Road Map in the development of strategic management. I came to the conclusion that strategic management in tourism has developed thanks to the joint cooperation between the public and private sectors and the Strategic Road Map. One of the main roles for the strategic management of tourism in Azerbaijan is the professionalism of the staff.

That is, there must be an absolute skilled workforce for effective strategic management.

As a result, I come to the conclusion that the state and private sector should cooperate to create an effective strategic management of tourism in Azerbaijan, the workforce should always be developed, and more attention should be paid to the right field of tourism. I came to the opinion of improvement of strategic management of development tourism in Azerbaijan when these were properly implemented.

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