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**Potential of Tourism Industry in Azerbaijan Economy.**

**Baku 2019**

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**Acknowledgements**

I would like to express my deepest gratitude to Revan Mehdiyev who helped to finish this report. I would like to express my special gratitude to the Punhan Ismayilzade. who helped me to prepare my report especially for this research, to encourage these proposals and incentives.

Additionally, I would also like to appreciate the important role of PASHA Travel team that allows all the necessary data to be used to create this research. A special thanks goes to Natiq Alimardanov, who helps me unify the pieces and has given me a priceless experience in the Operation Department. Lastly, I would like to thank the Ulviyya Safarova who has been working hard to lead the team to achieve a lot of goals.

**Abstract**

Tourism is one of the most profitable areas in the world economy. In this regard, the Republic of Azerbaijan aims to develop this sphere after its independence. Of course, this is a natural phenomenon, because not only oil industry development and development of the non-oil sector are essential. All economic reforms are aimed at this. Analysis of economic and social mechanisms, the dynamics and prediction of economic reforms, analysis as a private research object, the justification of reforms and the assessment of social impacts occurring during its implementation are important from the point of view of relevance. The strategic objective of the Republic of Azerbaijan, which has gained independence, is to identify ways to effectively use its progressive forms in addressing a number of socio-economic problems faced by the country's transition to a market economy. The Law of the Republic of Azerbaijan establishes the principles of state policy aimed at establishing the legal basis of the tourism market in the Republic of Azerbaijan, determines the bases of tourism activity and regulates the relations arising in the field of tourism, determines the order of efficient use of tourism resources as one of the means of socio-economic development. Tourism and socio-cultural services serve as a kind of activity, promoting efficient use of leisure time, excursion, travel and touristic routes as well as enhancing the use of other types of tourists. Tourism services are a direct result of the activities of tourist organizations. Tourism is an independent area of ​​national economy, which identifies specific characteristics and content of labor. It is necessary to increase the level of service for growth of labor productivity in tourism, to improve the forms and methods of labor organization and stimulation, to restructure the organization of tourism and socio-cultural services.

**Introduction**

This report takes a gander at the system assessment of the Azerbaijan travel industry to be actualized. Right off the bat, the paper gives the foundation data to the Azerbaijan travel industry issues inside the most recent couple of years. There is portrayed a position of the travel industry in the Republic of Azerbaijan in regards to the economy and law guidelines. Besides, the paper decides the present issues of improving this sort of industry.

“Take Another Look to Azerbaijan” is shown also in light of the fact that it is the pivotal traveler association that empowers the Azerbaijan to hold its situation alongside the contending markets and supports the nation to be the main worldwide fascination for vacationer. Consequently, “Take Another Look to Azerbaijan” runs its elevating effort to achieve the key goals of expanding and keeping up the dimension of the visitor business inbound and outbound, for example, to upgrade the amount of travelers for a period after “Formula 1” attracting the exact regard for the European vacationers. So as to accomplish those objectives there are a couple of issues of the traveler business demonstrated in this report.

The segment committed to the objective gathering center, to be specific the Azerbaijan guests, break down the fundamental highlights of empowering travelers, particularly Chinese and Indian. This sort of industry, announced by the Azerbaijan government as the main key goal. Some of them are to explore and examine the snags that happen therewith to facilitate a degree of making the nation progressively available and moderate. In addition, the report offers the conceivable proposals for such issues.

What's more, the paper investigations item introduction in battle put on market by “Take Another Look to Azerbaijan” and the nation government for a period before the “Formula 1“. The report decides advantages and disadvantages of this crusade, and outcomes showed up in the structure of its application.

Significance of the Azerbaijan focused markets is quickly drawn. The key point is to assess the insights of guest amount and spend in the Azerbaijan and different contenders. The key alternatives and proposals are given in the report as the fundamental markers of expanding the travel industry in the Republic of Azerbaijan.

The travel industry is viewed as the fundamental market part in the economy of the Republic of Azerbaijan. A great deal of qualities and endeavors have just been given to draw in the home and outside guests to visit the nation's spectaculars, particularly after oil prices went down, the Azerbaijan government is committed to connect considerably more guests and increase more benefits.

Azerbaijan Tourism Board is the one of visitor associations that makes and executes the exceptional measures for expanding the Azerbaijan notoriety among voyagers.

**Chapter 1**

**Current state in the Tourism Industry of Azerbaijan**

According to the Azerbaijan State Tourism Agency, I would like to share that 2.2 million foreign visitors arrived in Azerbaijan in the first nine months of 2018. This is 6.4% more than in the corresponding period of 2017. The most striking fact regarding the statistics of this period is the increase in the number of foreign travelers coming from the Middle East. Thus, the number of visitors from the countries of the Middle East has increased by 92,000 or 42%. From this point of view, the most important markets for tourism in Azerbaijan are Saudi Arabia, Iraq, Kuwait and Israel (Statistics in tourism field ,p.1).

Based on this information I would like to compare gross rates of incoming tourists from European, Middle Eastern and Asian countries to Azerbaijan between 2017 and 2018. Please note that on behalf of European tourism market, I will use data of Russian tourism market which is provided by Azerbaijan State Tourism Agency because I didn’t find exact information which will represent whole European countries.

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As we can understand from given data incoming tourists from Russia have dominant propotion in Azerbaijan Tourism Industry but number incoming tourists from Russia slightly decreased compare to 2017 in 2018. Fortunately, we are observing riverse situation in Middle Eastern and Asian Countries. Specially in Asian countries we had 42% gross of incoming tourist to Azerbaijan. According to Swati Mathur, Azerbaijan were investing in Indian market between 2017 and 2018. As a result guests from from increased for 175% (Swati Mathur,p1) Also, India is one of the six markets in which Azerbaijan Tourism Board will open representative office. These facts show us importance of Indian Market for Azerbaijan Tourism Industry.

In any case, while these numbers are more noteworthy than many could ever

foresee, time and again the travel industry as an industry is ignored, and the business' arrangement needs remain too wicked good the political motivation thus. The devaluation of the Azerbaijan Manat over the previous year or so has implied that Azerbaijan has turned out to be progressively aggressive, however there is significantly more to do, and depending on money to drive development is certifiably not a long haul answer for this part.

This part bargain offer expects to complete two things: right off the bat, to offer a long haul plan of where this industry could go and how it could additionally profit the economy; and furthermore, it offers useful asks, a few difficulties to Government that need to be tended to, and some proactive, positive ideas of how the business can connect valuably with the Government in the coming years. What we are showing is a case for development and a fix to some basic issues where the business and the legislature will keep on cooperating. In the course of recent months, I have met with an extraordinary number of industry pioneers from over the area. Every one of them offered handy arrangements and sees and for that, I express gratitude toward them. Numerous other industry figures have been adding to this offered through the Working Group procedure to help figure the arrangement being displayed.

The Azerbaijan the travel industry is the most grounded it has been in decades, yet there is still substantially more to do. We have the chance to turned into a really worldwide pioneer; driving exchange, and lift Azerbaijan’s picture as a country and as a brand around the globe. The travel industry assumes a remarkable job here. This is a delicate power device which supports various different ventures. Moreover, a Sector Arrangement is an unmistakable image to top universal speculators that Azerbaijan is open for business and sees how to develop its guest economy as long as possible. At this basic crossroads in Azerbaijan arrangement development, it is the travel industry's firm end and powerful urge that a Sector Deal is required and that it would bring about genuine upgrades in the execution of an as of now emphatically performing part of the Azerbaijan economy.

This is a hugely energizing period for the travel industry in Azerbaijan and this report lays the reasonable basis for the means that, we feel, must be taken to revere also, upgrade our worldwide intensity for a considerable length of time to come.

In 2015 President of Republic of Azerbaijan accepted new Strategic Roadmap for further development of the country’s economy (BBC Azerbaijan). In that Strategical Roadmap tourism sector of economy have special role. Because of that reason, this field have separate chapter which named: Strategic Roadmap for the development of specialized tourism industry In the Azerbaijan Republic.

According to the statistical data of recent years, tourism has been one of the ever-growing sectors in Azerbaijan. Thus, in the last five years, there has been a steady increase in the number of entrepreneurship subjects serving tourism in Azerbaijan and the number of foreign nationals traveling for tourism, correspondingly 4.5 and 8.5 percent (Statistical Committee). At present, the direct share of the tourism industry in the country's GDP and employment is 4.5 and 3.3 percent(Statistical Committee), respectively. Baku has always been a major driver of tourism development in terms of involving tourists who enjoy business and leisure with internationally recognized tourist destinations. In addition, the development of a large number of tourism all sectors has also contributed to the development of regional tourism. The analysis shows that Azerbaijan's advantage over both areas can be further enhanced by attracting more tourists from neighbore countries and becoming a specialized tourist destination for countries with more global demand.

By using this opportunity and potential effectively, Azerbaijan will become one of the attractive tourist destinations between 2025 and the region as well as other countries of the world. The prospect for the post-2025 period is to turn Azerbaijan into one of the 20 most popular tourist destinations in the world and to ensure maximum use of existing tourism resources. In order to achieve these goals, there is a need to increase air traffic and accessibility, physical and social infrastructure in many types of tourism, and so on. improvement, successful promotion of local values in the international arena is of crucial importance.

In order to achieve a long-term perspective on the sector, four key targets for the country's tourism sector have been identified for the period up to 2020. The first goal is to fully use Baku's tourism potential. At present Baku has a well-developed infrastructure, attracting the attention of many foreign tourists. The four priorities identified in this direction will enable Azerbaijan to achieve this perspective. Creation of a special management mechanism for more efficient use of the potential, further increase of awareness, renewal of tourist service packages, efficient promotion of different tourism activities and purposeful development of tourism infrastructure. The second target is to create a favorable environment for the development of the tourism sector, including better governance at the national level, the creation of tourism and recreation zones, the development of tourism at the regional level, improving air communication, and simplifying visa procedures for seasonal elimination. The third target is to develop tourism in Azerbaijan by implementing regional tourism initiatives. In order to achieve a better integrated tourism sector, investment will be made in the development of tourism, such as health, winter and ecotourism. The fourth target is to improve the standardization and certification system in order to invest in education programs in tourism and increase the satisfaction of tourists.

The international experience has a significant impact on the country's production potential, the level of income and employment of the population, and the development of other sectors in the tourism sector.

**Trends in Tourism Industry.**

According to the Statista, Global Tourism Revenue increased between 2001 and 2017. (Statista)

As we can analyze from graph, Global International Tourism Revenue increased almost 4 times between 2000 and 2017.

The tourism sector is a rapidly developing sector of the economy, with continuously changing demographic indicators and diverse geography. Although the tourism sector has been exposed to global economic crises as a sensitive sector of the economy, it has been rapidly evolving from the crisis over the four-year period since 2009.

The basis of this trend is two important factors. As a result of the economic revival observed in many developed countries in the United States, Japan and Europe, tourists coming from these countries and, respectively, their level of profitability, as well as the expansion of the middle class and, on the other hand, the growth of tourism in countries, tourism in Asia and Latin America sector development as well as the availability of low-cost air transport services are the main driving impetus for growth in this sector.

The development of this sector has led to the emergence of new tourist centers along with traditional tourism centers in Europe and North America. Thus, tourism centers established in developing countries in 2015 are much higher than in developed countries. According to the UN World Tourism Organization, as a result of the sustainable development of the international tourism industry, the number of foreign tourists will increase by an average of 43 million people per year, reaching 1.8 billion by 2030. The number of foreign tourists in newly established tourist centers will be twice as much as traditional tourist centers (WTO).

Based on statistical analysis, predictions are crucial for the weight of tourism in the economy. Thus, this sector is considered to be the national economic priority of many countries in the world as the main driving force of social and economic development. In general, the influence of tourism is divided into three main categories. First, the impact of tourism to all sectors on GDP, along with air transport, hotels, car rental companies, and indirect impacts of other sectors also increases the importance of tourism. Apart from the direct and indirect impacts of the tourism sector, there are also induced impacts covering service, construction, and manufacturing sectors and increasing GDP through them. In addition, the tourism sector is also the main provider of foreign exchange inflows for developing and transition countries. Second, the development of the tourism sector affects employment and socio-economic development of the regions. Thus, any development in this sector promotes employment opportunities not only in cities, but also in the regions and rural areas through the development of numerous tourism types such as ecotourism, rural tourism, beach and religious tourism. Third, the development of tourism causes the development of infrastructure in various regions, including rural areas, with a strong infrastructure in the country. Additionally, as a successful tourism strategy promotes the country's image internationally, tourism is also a marketing tool for countries. Finally, the tourism sector also supports efforts to promote environmental sustainability, cultural heritage, protection and development of local values.

It is commonly believed that attractive affordable offers in the tourism sector are in demand. Each tourist destination has a comparative advantage over its natural characteristics, cultural heritage and service infrastructure. Targeted measures can translate these assets faster than other sectors into the competitive edge of the tourism sector. These efforts include three key factors: supply of basic facilities (example: air links, infrastructure, safety, etc.), attractive tourism offerings (example: beach recreation, entertainment parks, etc.) and their successful marketing organization. In order to implement them, it is essential to organize a variety of events to promote tourism opportunities in the country and beyond, to cooperate with international tour operators and to support the image of the country. On the other hand, strong coordination is required for the development of the tourism sector. In this context, public policy, which covers issues such as determining the development strategy for the tourism sector, coordination of stakeholders and the management of different tourism types, is the key driving force of the competitiveness of the tourism sector. As a result, many countries have set up tourism co-ordination policies for tourism and have implemented tourism-related marketing activities. To achieve the development of the tourism sector, it is also necessary to ensure consistent coordination of the demand and supply, with particular emphasis on tourism types. From the point of view of the proposal there is a need to explore competitive areas of each type of tourism and to ensure competition on those areas. From the point of view of the demand factor, proximity to markets, visa regime and transport links, as well as direct flights are the main driving mechanisms. In addition, studying social, demographic and travel-related behaviors can help build the most effective programs. Globally, tourism is the largest tourism type in terms of business tourism and city tourism, including cruise, religious and sport tourism. Less tourism types include medical tourism, ecotourism and amusement parks. Countries and cities near the US, European Union countries or Japan, such as the European Union countries or Japan, pay special attention to the widespread tourism types such as business and urban tourism in tourism strategies to improve their tourism offerings in order to achieve sustainable growth. The focus is on growing in regional markets, especially in developing countries such as the Middle East and Asia. Countries are generally seeking to increase their specialized tourism offerings, as choosing the appropriate tourism types and strategies largely depends on the country's comparable advantages. For example, health tourism may be a successful development for some countries, but it cannot be productive in another country.

First, countries and tourism places more emphasis on the development and promotion of the tourism brand. The emergence of new business models, social networking, and strong consumer media around the world have dramatically changed the global market. Taking into account the increase in the number of tourists, the tourism sector has diversified all possible options and types to serve tourists with different interests. In addition to providing a wide range of tourism opportunities, these factors have highlighted the need to revise the existing structure and marketing strategies to adapt to new market trends.

In this regard, representatives of the public and private sector are trying to make initiatives to further promote tourism centers by targeting specialized tourism, business models and product brands, by promoting exclusive and innovative proposals.

Second, it pays special attention to enhancing air traffic and accessibility as an important factor in world countries. Thus, in advanced country practices, there are various measures for the organization of avails at the affordable price, as well as the availability of the national air carrier for economic efficiency and the market expansion is ensured. Additionally, most countries take measures to facilitate visa facilitation in order to improve accessibility without serious investment.

Thirdly, flagship projects on tourism are an important element in the implementation of sectoral strategies. Flagship projects are operative, large-scale and promising investment projects that support sector strategies and can play a powerful tool of communication, as well as a tool of marketing. Finally, such projects can effectively affect the sector as a whole by reducing geographical coverage and reducing the complexity of reforms.

Fourth, the development of the master plan is used as a key tool for the rapid development of the tourism sector. Institutions are responsible for the design and implementation of these plans, and this master plan simplifies processes to make investors attractive and also provides an integrated brand strategy. State-run organizations are considered as an integral part of this development and serve the purposeful planning of the infrastructure required for the expansion of transport or environmental protection activities.

Fifthly, developing countries prefer direct foreign investments for the development of tourism. This is largely due to the fact that high investment is required on some developmental processes, especially when investments in infrastructure are required. However, as most international companies take part in the value chain, cooperation with international investors can be effective even if there is no need for investment.

**Potential of Azerbaijan in various tourism types.**

Azerbaijan is famous for its marvelous nature and national parks, starting with the capital city of Baku, with its modern infrastructure and ancient rich historical monuments dating back to the East and West. But it is not accidental that Baku has a large part of Azerbaijan's share in the global tourism sector. According to popular tourism portals, 75 percent of tourists prefer foreign tourist locations are located in Baku (Lonely Planet). The other part is the share of regional tourism.

As a result of recent analyzes, the tourism sector of Azerbaijan is experiencing a complete rise. In 2010-2015, there was an increase in the number of tourism enterprises in Azerbaijan by 4.5 percent per year, 6 per cent in the tourism sector, and 8.5 per cent in the number of foreign tourists visiting Turkey. According to the World Tourism and Travel Council, tourism sector in Azerbaijan accounts for 2.8 percent of GDP and 2.6 percent of employment, which is slightly different from the average 3 percent of GDP and 3.6 percent of direct employment in the world (World Tourism and Travel Council). This means the potential for further development.

**Differentiation of Tourism Industry**

The tourism products and services that have the potential to make high profits in world practice are constantly paying attention and customer satisfaction. It is important to support private initiatives for the development of tourism products in the Republic of Azerbaijan, to establish favorable coordination at local and regional level, to focus on consumer demand, to strengthen regional and thematic targets in product development, and to link interesting and attractive products together. Generally, Azerbaijan has many potential tourism types, and the continuous support of the state as well as the private sector is crucial for the realization of that potential.

Health Tourism

There are both traditional and modern treatment options in Azerbaijan. There are thousands of hot and mineral springs in the country, of which Istisu, Turshsu, Badamli, Galaalti, Shikhbunu and Surakhani are the most well-known sources of water. One of the most important resort resources of Azerbaijan is Naftalan oil. Naftalan oil is used in the treatment of diseases of the wound, vessels and organs, as well as metabolism, skin and gynecological diseases. At the same time, the Nakhchivan Autonomous Republic is famous for its unique mountain salt.

Sport Tourism

It should be noted that sport is one of the fastest growing areas in Azerbaijan. In recent years, huge funds have been invested in the development of sports infrastructure. The launch of Olympic complexes and centers in Baku, Masalli, Sheki, Guba, Gazakh, Ganja, Nakhchivan, Barda, Lankaran, Zagatala, Shamakhi, Agdam, Bilasuvar, Oghuz, Shamkir, Kurdamir, Sabirabad and other cities and regions, Establishment of sports grounds and facilities in the field allows for the organization of prestigious sports competitions (European and world championships) in the country. For example, wrestling, gymnastics, boxing, volleyball, etc. international competitions

Cultural Tourism

Cultural tourism includes the cultural heritage of the regions, the lifestyle, history, art, architecture, religion, etc. of the population. the type of tourism covered. Cultural tourism is a type of tourism that includes visits to festivals and festivals covering historical places, cultural sites, monuments, museums, theaters, old and new architectural examples, as well as the lifestyle and national values ​​of the local population. As it is well known, people traveling to the country for cultural tourism spend most of their money on services compared to ordinary tourists. This type of tourism has become popular all over the world. The cultural tourism potential of the country can be represented as art galleries in Baku, national music type - mugham, well-developed world jazz music, national and foreign dances, rich cuisine, tolerant approach to all different religious and secular views. Historic routes (for example, the Great Silk Road, popular military marches, historical battlefields, etc.) are part of cultural tourism, covering different areas. Historical and cultural tourism routes, taking into account the extra features of the tourists, are considered to be the best in the world and may therefore be regarded as a potential tourism product for the Republic of Azerbaijan.

Business Tourism

Business tourism is one of the most popular types of tourism in our country. At present, the opportunities of existing hotels in the country are used to develop this type of tourism. However, congresses and cultural centers located in different cities of the country can be widely used to organize such events.

Mountain and Winter Tourism

Mountain and winter tourism are one of the promising areas in Azerbaijan. Thus, there are opportunities to use tourism in mountainous regions of the Republic of Azerbaijan. These areas are mainly attracted by special tourist groups, including nature-loving, birds and wildlife, physical tension, and exciting sports. As a result of purposeful steps towards the development of mountain and winter tourism in the country, the slopes of the mountains have been developed as a tourist destination. So, recreation zones such as "Shahdag" Tourism Center and "Tufandag" Winter-Summer Tourism Recreation Complex have become popular resorts.

Hunting Tourism

The hunters with the appropriate licenses in Azerbaijan are given the opportunity to hunt forests and wild birds. In the country, permanent habitats of Aghjabadi, Astara, Jalilabad (excluding Red rural hunting farm), Beylagan, Imishli (except Sarisu and Bozgobu hunting farms), Lankaran (excluding hunting hunting farm), Masalli, Bilasuvar (Mahmudchala and Except Zavvar hunting farms), other reservoirs of the Jeyranbatan lake and Absheron peninsula, as well as Mingachevir reservoir. Daggers and other forest animals can hunt hunting farms in Guba, Ismayilli and Sheki region on special permission basis.

**Chapter 2**

**Empirical solutions to boost tourism industry.**

Improve the city's branding and marketing management mechanism for more targeted use of existing cultural and historical monuments and modern infrastructure in Baku, and more purposeful propaganda campaigns, simplify, accelerate, and accelerate visa issuance procedures to meet the tourist interests of different segments investing in educational programs for the development of tourism in the regions and the creation of the necessary conditions for tourism development, raising the level of tourists' satisfaction and creating a better quality tourism system for the development of regional tourism by implementing support measures such as improving communication and standardization and tourism sector the certification system will be improved.

In the near future, major achievements will be achieved in Azerbaijan in terms of implementing branding and marketing activities, developing air and road communications, improving infrastructure, enhancing tourism centers and their activities, as well as entrepreneurial activities and vocational training in tourism. During this period, the main goal is to ensure balanced development of tourism priorities. The balanced development approach will lead to the realization of the potential of Baku as well as the investment in the tourism sector in the regions (including the development of different tourism types, including urban, health, winter and ecological tourism, religious, cruise and beach tourism). These investments will include the implementation of priorities set out in this research paper in future years, as well as the implementation of initiatives that will cover long-term impacts. This will allow expanding international tourism in Azerbaijan and increasing the share of tourism revenues in gross domestic product. In order to achieve this goal, urban bureaus will be established under the National Tourism Bureau to carry out branding and marketing activities in selected regions.

In order to attract more direct foreign investment, as a result of simplified legal and administrative processes in Azerbaijan as well as relevant regulatory changes, a favorable environment will be created. Within the framework of cooperation with tourism associations, the process of entrepreneurial activity will be considered and efforts will be made to eliminate all obstacles that may appear in the future perspective. By implementing the production and sale of cultural ornaments and unique items, the promotion of these tourism venues will be achieved. Starting with neighboring countries, cosmetics produced from Naftalan oil will be sold to tourists visiting health centers in Azerbaijan and exported to other countries. At the same time, Azerbaijan's rare cultural products such as carpets, tea and copper products will also be exported to these target countries. This is an additional source of income for the economy of Azerbaijan, which will create conditions for the recognition of Azerbaijani products outside the country as well as enhance the influence of Azerbaijani tourism. In the near future, it will be aimed to have one of the most active airports in the region of Azerbaijan, and in this context it will be aimed to increase the number of direct flights covering the major cities of Europe from 49 to 100(Road map). Increasing the number of charter flights during the winter and summer tourist season will be taken as the basis for attracting more tourists from the target markets. The focus will be on investment in airports by focusing on passenger transportation through low-budget flights. In the near future, it will be possible to build an improved tourism infrastructure in the regions and in Baku in line with long-term initiatives to achieve the perfect tourism experience in Azerbaijan. Diversification of existing low-budget accommodation (eg low-budgeted brands, hostels) of large hotel chains will be ensured, and in parallel with the increase in demand for existing facilities, parallel will be the creation of new tourism facilities.

As the tourism industry develops in terms of infrastructure, more focus will be on local services. Some local commercial companies will also be formulated as tourism conglomerates that offer extensive tourism services, such as recreational and entertainment facilities. Strengthening local participation in the sector will have a significant impact on the growth of regional tourism and will contribute to the quality and competitiveness of services in Azerbaijan. This, in its turn, will result in the country's tourism agencies reaching world standards and recognizing them abroad, especially in the Caucasus, Middle East and Eastern Europe.

In the near future, Azerbaijan will be well-known in many types of tourism, such as health, winter, cultural and ecotourism. In addition, efforts will be made to promote world-wide recognition of national parks, religious and religious places, as well as turn Azerbaijan into a well-known tourist destination among foreign and domestic tourists. The Great Silk Road and other cultural routes extending north to west will be the center of popular ecotourism, covering historical villages reflecting the cultural heritage of Azerbaijan. Azerbaijan will host various tourism events in the near future and will be recognized for its high quality winter sports complexes, special health tourism opportunities, unique natural beauties, parks, cultural and cultural heritage sites. The Azerbaijani villages, where many diverse and ethnic cultural components are preserved, will be the most attractive destination for tourists interested in seeing the traditional heritage outside the modern world. At the same time, religious spaces will be encouraged to use potential tourism base in Azerbaijan.

**New Strategical Goals.**

Along with the purposeful branding of Azerbaijan, improving its infrastructure and improving infrastructure, the diversity of attractive tourist destinations and the quality of service will create conditions for the country to become an attractive tourist destination for international tourism. In this way, potential tourists will be attracted to Azerbaijan from all over the world and unique traveling opportunities will be created for them. Azerbaijan is one of the 20 most popular tourist destinations in the world tourism sector. For this purpose, high-quality and well-regulated marketing activities will be launched in cities and countries where there is a major need, as well as on popular online platforms. Such events will be dedicated to different topics and will be sufficiently informative. At the same time, the geographical potential of Azerbaijan, located at the junction of Europe and Asia, can make it one of the most powerful countries in the world. In the long term, this advantage of logistic infrastructure will be used to make Azerbaijan a regional hub. Thus, thanks to the liberalized and competitive aviation sector, it has been determined to turn over 8 million passengers into a natural flight destination. It will turn Baku into a transit point for tourists, both for business and leisure, by almost four times the current level of passenger transport through the Heydar Aliyev International Airport (Strategic Airport Planning).

This increase in the number of passengers traveling through Azerbaijan will also have a natural increase in the number of tourists coming to the country. This tendency will also support the transformation of Azerbaijan into a network of other sectors (for example, health and education) because local businesses provide greater transparency to global companies. In addition to the air transport connection, in the long term, Azerbaijan will also be developing high-speed train and road network in the country. In order to attract foreign tourists, rail links with neighbour countries, such as Iran, will be strengthened, rail and road network as well as subway systems will be improved to ensure the smooth and intra-city touristic flow of tourists throughout the country. Thus, tourists arriving in the country will not be allowed to stay in their original destination, but will travel with different cities or specifically designed travel routes. Taking into account the influx of tourists coming to the country, the living and service infrastructure of Azerbaijan will also be strengthened to meet the demand from different tourist segments. As part of this, Azerbaijan will have a wide range of low-budget hostels, bed and breakfast offering accommodation up to luxury hotels and leisure facilities. In order to offer low-budget accommodation to tourists in Azerbaijan, accommodation will be provided on the basis of tourism mapping based on tourism analysis and research. The Caspian Sea also has the potential to boost the country's tourism sector. In order to increase the attractiveness of the tourists in this direction, efforts will be made to make the blue flag as well as the international practice in the beaches and to transform the Caspian Sea into the most preferred summer tourism destination in the region. This includes the Caspian Sea clearance and the establishment of adjustable waste treatment facilities for nearby facilities. Additionally, Baku will play a crucial role in organizing cruise tours in the Caspian Sea for one day or longer trips as a temporary stopping point for tourists to neighbour countries(Azernews). In addition to traditional tourism concepts, natural heritage and summer rest, natural steps will be taken to promote Azerbaijan's recreation and sports tourism. Increasing organizational capacity as a result of large-scale events will enable more music festivals, international cultural events and sporting events. Various discount alternatives such as shopping malls, restaurants, amusement parks and centers will be offered to encourage tourists to engage in high-quality entertainment venues.

As we can understand from given data, between 2017 September and 2018 September incoming tourists from neighbor countries are decreased (Tourism board). That is why I recommend to invest in new tourist attractions to increase incoming tourists from neighbor countries in near future. For example, as I mention before cruise tours in the Caspian Sea will boost tourists from Russia and Iran. Also, we can invest in Air Balloon attraction to boost number of annual incoming tourists from Turkey.

Examination results demonstrate the accompanying qualities: good geological position; Azerbaijan as still revealed goal on worldwide visitor advertise; mix of Mediterranean and mainland atmosphere and geomorphologic components; bounty and broadening of saved social attractions from various periods (archeological refers to, cloisters, places of worship, mosques and so forth.); custom, old stories and neighborliness of the general population; territories with their inventiveness and undisturbed nature; a presence of vacationer locales and conventional generation of sustenance. Be that as it may, inverse to recognized qualities, the accompanying speak to shortcomings for Azerbaijan the travel industry: aggressive goals in the district (ocean outlet), inadequate/undeveloped framework and openness to visitor goals, inappropriate and absence of signalization (streets, goals, refers to), absence of mindfulness for eco condition, feeble picture of traveler goals and Azerbaijan as vacationer goal on global traveler showcase, deficient governments' help for progression of improvement headings of the travel industry, the working of institutional system, lacking utilization of possibilities for visitor advancement, lacking advancement of country, spa, social and travel the travel industry(Sport and Tourism). Recognized qualities and shortcomings were upgrade for distinguishing nation's travel industry openings through utilization of assets for creating the travel industry, high enthusiasm on worldwide market for social, religious, rustic, and eco the travel industry, provincial and cross fringe collaboration, local supervenes through local system, and universal energy about Azerbaijan as a visitor goal. In any case, on the opposite side, costs of contenders, tempestuous/temperamental area (financially and politically), high focused goals in the district with ocean outlet and local challenge especially of the neighbors are viewed as dangers for Azerbaijan the travel industry.

A circumstance examination of the locales included distinguishing proof of existing qualities for the travel industry advancement. The investigation of the travel industry possibilities inside separated districts in Azerbaijan expresses that the essential suspicions for advancement of the travel industry depend on the tremendous assortment of the common qualities and allure and the social legacy, social and financial improvement of areas, transport correspondences and openness of locales. Notwithstanding, it ought to be focused on that in spite of the fact that the possibilities for the travel industry are clear, the quantity of existing kinds of the travel industry is moderate inside the areas. Hence, future exercises ought to be coordinated towards recognizing cooperative energies between various divisions as reason for creating the travel industry inside the locales. Creator's exploration and recognizable proof of these cooperative energies shows that the most grounded premise is inside the accompanying connection among parts: Tourism-Culture – Environment – Agriculture – Transport and foundation – SME's.

**Main characteristics of tourism industry in Azerbaijan**

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

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

     1. Cooperating with a diversified network of technical transport services (air, water, automobile, railway).

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

       As the country's economy grows, tourism is at its own stage of development, new tourism centers are opened, new routes are adopted, new types of services are emerging. On the contrary, the decline in tourism industry is noticeable, for whatever reason, when the country's economy is in decline (political crisis, inflation, natural disaster, etc.). The tourism industry incorporates many areas of the country's economy. The tourism industry is a system and the functioning of this system is carried out in harmony with all aspects of its functioning. Tourism firms, hotels (catering), nutrition facilities, transport industry, entertainment facilities, souvenir-gift shops, historical monuments, cultural facilities, media and others - these are the ones directly and indirectly. The development of these industries directly depends on the production, development and renewal of manufacturing facilities. Thus, the fuel and energy industry, road construction complexes, hotel and catering equipment, repair and construction enterprises, water, sewerage services, light industry enterprises and agricultural enterprises are also involved in the tourism industry. Having tourism and recreational resources related to the characteristics of the tourism industry, the availability of adequate infrastructure and the availability of educated, professional staff are of particular importance. The tourism industry develops in such places that are natural and artificial, that is, human-made places, and attracts tourists with different activities. The tourism industry is characterized by the fact that it produces both material-intoxicated and non-material products, that is, service. This is the main feature of tourism industry. Service is not physical, it cannot be touched. In fact, tourism is a product of the service industry. This product consists of a variety of services and cannot be measured, tasted and cannot be checked by customer because it is invisible. This product can only be felt during use. This product can be used only after its use. A number of components of the tourism product are body, location, food, transport, etc. But all of these are generally part of the tourism service (entertainment, impression, comfort, etc.). Here are some of the distinctive parts of our tourism product:

1. Tourism services are fleshy.
2. Production and consumption occur together.
3. Service quality is constantly changing.
4. Services cannot be stored.

    Consumer food takes place in advance and in a permanent place, but consumes this product in another place, at another time. Only the information it receives here is correct (Annals of tourism). Continuous change in quality, the condition of a person who serves the consumer, or bad weather can lead to a low level of tour. The overall level of service in the accommodation business is determined by its quality and the additions (safes, gowns, toothbrushes, 24/7 service, medical service, internet connection, etc.). Depending on the type of hotel service offered and the types of services offered in different countries, quality ratings (star, crown, etc.) are determined. The service is non-existent.

**Tourism Product.**

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

- The private sector providing first-class services includes tourism services, guide service, tourist insurance, marketing, advertising, public relations, vocational training in tourism, tourism information centers, financial services, etc.

- State and public division of 2nd level services - State and public division includes: national tourism organizations, local tourism organizations, visa issuance, air and sea port services, tourism education institutions, exhibitions, festivals, fairs etc. This product is offered in the form of services to tourists. Tourism services include:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

        Tourism economy as a tourism product is also specific. This is due to its impact on a number of factors. Most of these factors are indefinite. Generally, these factors are divided into two groups globally and locally. Factors of political, economic, natural, and seasonal factors can be illustrated in global factors. Political factors should be taken into consideration especially because the political regime of any country is tense and the demand for tourism in that country also declines. From this point of view, Azerbaijan is also an exception (Tourism Applications). Because the occupation of twenty percent of the territory of our republic, as well as problems with the use of existing tourism resources, also negatively affects the number of tourists coming to the country. Political factors include:

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

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

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

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

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

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

- The amount of national income,

- The amount of per capita income,

- Distribution of national income,

- Net income groups included in the country,

- Cost of tourism products and services.

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

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

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

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

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

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

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

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

      Natural factors - weather conditions (rainfall, rainy weather) causes earthquakes, tsunamis, floods, ecological equilibrium, industrial accidents (spread of fuel, pollution of water basins as a result of tankers' crash). Seasonal tourism destinations have a strong impact on the work of tourism firms. The seasonal labor primarily affects the workforce. Some types of tourism (winter tourism, beach tourism, etc.) are seasonally adjusted. At that time, employees are recruited and dismissed according to the season making is happening. Attracting students to tourism in particular during the summer holidays can be regarded as an admirable case. In doing so, they have gained new experiences and experiences in the field of tourism.

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

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

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

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

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

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

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

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

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

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

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

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

**Chapter 3**

**Traditional sale channels of tourism products in Azerbaijan**

Each tourism company uses a variety of ways to sell products, increase sales, and deliver information to domestic and foreign visitors, companies. These include, for example, business, advertising, revenue promotion, exhibitions, The tour promotes the promotion of the tourism product market with the help of various methods and means. It aims at the trade mark of agents and buyers and stimulates the sale of tourism products. The purpose of promotion of tourism products is as follows:

♣ Getting information about tourism market subjects and their potential users and their capabilities.

♣ Raising the cost of the tourism market and capturing new user segments.

♣ Get users to access the marketed tourism product and try to push agencies to long-term activities.

     Tour operators and tourists should cooperate in order to carry out the sale of tourism products. Tourist agencies are considered to be one of the main directions of the current and strategic activity of any tour operator. Tourist agency is such a legal or natural person or enterprise that the tour operator to the user and engage in its advertising. The demand for the services may be caused by the following reasons:

¬ The importance of tourists’ tours in the regions – no tour operator has the opportunity to open their own business and branch office in each of the promising regions. Because engaging regional tourists enables a tour operator to have a favorable travel environment outside of its territory.

¬ Tours to customer – There is no desire to travel 10 or 100 km from one place to another for a customer to get a tour. Therefore, it is more beneficial to get a touristic tour operator than tour operators operating in their hometown. The tour operator can provide tourists with the population of other cities, not only the population of the city in which it is located.

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

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

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

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

Exhibitions are general or specific. In the general form, each participant organization promotes all types of food in its hands. For specific purposes, certain food products (ecological, sea and river cruises, pedestrian, village, treatment and recreation) are promoted.

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

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

- Expand your business with your destination;

- establishing contacts with new destinations;

- receiving information about new types of services;

- study opportunities to increase the level of service;

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

- putting a stand reflecting the achievements of the spinning while participating in the exhibition;

- distributing leaflets and advertisement prospects on the company’s activities and on each route separately;

- distribution of special souvenirs and presents to exhibitors;

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

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

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

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

It is worth noting that our country, which puts forward tourism development as one of its main goals, has become an active participant of these exhibitions. Thus, our country was eventually awarded with the ITB Berlin 2013 International (Berlin, 6-10 March 2013) Participated in the Tourism Fair, exhibitors and attendees were presented with hand-made samples, copper trays, musical instruments, and various advertising-printed products in English and German. It should be noted that since 2004, The Ministry of Culture and Tourism of the Republic of Azerbaijan and local tourism companies have been participating in ITB Berlin international tourism exhibition for the tenth time. Last year, about 10600 companies from different countries were represented in the event. This international exhibition is an international tourism exhibition organized by Los Angeles Times in Los Angeles. This exhibition is also represented in our country on February 25, 2013. This exhibition is held each year and is one of the largest US exhibitions. The number of visitors to this exhibition exceeds 20,000. The stand was created with various banners and publications about tourism opportunities of our country. The monitor installed on the stand featured various beautiful corners of Azerbaijan, mysterious nature, unique historical and architectural monuments.

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

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

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

I group – printed materials in the circulation publishing house. This group includes all the polygraphic ads.

 The second group includes radio ads, verbal information and announcements.

 Group III – tele and film commercials, exhibitors, who are observing and demonstrating verbal text, etc.

Group I – The manager of this group should be aware of all the subtleties of printed advertising and topography, the rating of all published articles, and the requirement of advertising of their own Clients. The printed advertising material itself is made up of different types: magazines, book ads, booklets, catalogs, posters, calendars, applets, pens, pens and other small items, souvenirs required to donate. All of these advertising material should be the emblem of the storm and the mark of the material.

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

      In my opinion, the best advertising is the essence of the work. Perhaps we have made good advertising. But, as we said, it will be a real anti-advertisement if the customer does not return to his country back. The story is needed to attract the first customers or a person for the first time. Therefore, the first and most consistent advertising is a beautiful, enjoyable and affordable service.

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

      Book adverts – Recently, advertising has been stamped out of new books. However, such advertising should be used with caution. The content of the ad should be closer to the content of the book and should be closer. You need to place the ad in the appropriate place in the book. For example, it is advisable to place the tourist agency in the books in which the tourist countries are classified. The cost of this ad is too high and close to sponsorship. The advertising company also raises its image.

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

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

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

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

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

      Foreign Desert Advertisement – hangs on the streets of cities and on the walls of settlements. The feature of this ad is remembered and remembered soon. In general, the advertising company does not start with an external advertisement. He continues and ends the advertising company. Foreign ads are short, concrete, substantial, and noticeable. The advantage of this ad is that it is accidentally encountered by the customer at the time it does not wait. However, the automaker and the passenger go to bed at once. When compiling foreign ads, they often encounter such a question. This is not a coincidence. Every part of the city has some advertising value. The highest point is the streets, where there are many people.

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

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

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

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

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

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

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

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

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

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

**Newly developed sales channels.**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Thus, when preparing and marketing a new tourist product, it is necessary to base on scientifically-motivated arguments and the results of marketing research. Individual meetings and sale of tourist products during the conversation are widely used in practice. All employees of the firm are involved in the role of dealer in communication with the customer. This communication becomes possible through phone, mail and personal interview. An abstract characteristic of the tourist product, its difficult to imagine, requires special behavior from the staff. Personnel should be able to build trust, confidence, and intelligent advice. Client setting requires great skill. His subsequent sincerity and open communication depend on this acceptance. Depending on the ability of the customer to freely pick him up and take the seller's attention to him, a friendly form of communication arises. During the conversation, the seller must make himself cheerful and arrogant. The merchant's not only optimism, but his outward appearance is also very important. Its clean and elegant dresses also affect the buyer. The seller should be careful and loving the conversation. The merchant and the buyer are the participants of the tourist market. But their purpose is different: the merchant's goal is to sell their product at a very high price and get a lot of revenue, and the buyer's goal is to get the tourism product at a cheaper price and pay for the journey. are balanced on the basis of laws. The development of a tourism product development program is one of the state tourism regulators. Planning of tourism is done to prevent its chaotic development and to determine its economic effectiveness. It is known that tourism has a strong impact on the economy. But tourism is not a drug for all "troubles." For example, a large amount of investment has been made and a modern recreation center has been built, but there is no rest. So the center was not well planned. Perhaps the leisure center is far beyond the tourist market, the type of recreation does not interest tourists, or the price of the holiday does not match the tourist's potential. Or, maybe, the advertising-information business is not well established. In order to be able to communicate with buyers during the development of the tourist product, a tourist company should prepare advertising information bulletins. The most important of them is the tour operator's catalog. This catalog contains all the information about tours. Booklets and catalogs are very convenient for agencies and clients who are not computer technicians. The Tour Operator should send the catalogs it has created in a timely manner and to the agencies it cooperates with. Large-scale tour operators each year produce detailed catalogs of their tours. These catalogs are made in two ways: one for general use, color photographs, and the other for use only during business hours for tourists. In the latter, there are color images and illusions. The large amount of color catalogs in the general form is great, with many advertising, information, photographs, and lots of illustrative materials. There are no such materials in the work catalogs prepared for agencies. There you will find information on the schedule of the tours, the price of the transport, the schedule of the transport, the wholesale discounts, the amount of tickets assigned to tourists, and the organization of other tours. Sometimes tourists are required to provide this information in more detail and to find out where they can find additional information in the catalog. Materials that are printed in catalogs need to be treated very seriously. Above all, these materials should be prepared on a very competent and professional level. To get a tourist catalog remotely, he and his company name in capital letters on the first and last pages. Here's the name of the country.

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

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

     Involving buyers and paying for a certain segment of the market is a fundamental concept of tourism marketing. Creating the image of a tourist product is intended to create a positive feedback from the competitors' product on the tourist product in the imagination. This creative process has an impact on the buyer's consciousness, and this product is a product that he has long sought and is a product suitable for him. Every tourist enterprise knows the negative and positive aspects of its product. The price of any product in the market is 2: the real and the market price. Real price is the price given to the product at the previous sales stages. Market tension is the assessment that the firm has to offer in its product. This price depends on the position of the product in the market. The price of a tourist product may be somewhat different in one segment of the market. Therefore, the position of the product in the market is closely linked to the division of the market into segments.

Conclusion

Thus, tourism enterprises should work together to create any tourism product. Here, all businesses involved in the production process come as if they were a chain . Tourism enterprises cannot meet the needs of tourists alone. A hotel, a train, or an aircraft cannot create a tourism product alone .Therefore, marketing of tourism should create a tourism product by bringing together different elements. Information and advertising factors need to be explored especially for any tourism product to be offered. the product 's market capacity, and the ability to attract its customers can be long - term sales of this product.However, it is important to note that the demand of tourists is always to be taken into consideration. Because this requirement plays a major role in the acquisition of tourism products. When a tourist travels to a landmark, it may seem uninterested for a second time.Therefore, it is necessary to use the product renewal policy.

         It is important to develop tourism products offered to tourists for the development of tourism, as the successful activity in tourism depends on the quality of services and tourism products. At the same time, the price of the tourist product is attractive, attractive for both domestic and foreign tourists, it must be ensured that there is compatibility.

     In conclusion, we come to the conclusion that the current recreation and tourism potential of Azerbaijan, its favorable climate, rivers, rich nature, historical and cultural monuments, as well as the tourist services offered here, serve as a tourist destination. But services offered as a tourism product are highly demanded by tourists and should be properly organized in advertising. There are many opportunities for the development of many types of tourism in Azerbaijan. It is important to emphasize that Azerbaijan is a new area of ​​interest for people living in the world. The country is rich in both historical and cultural monuments, as well as the richness of recreation centers as the main criterion for the country to become a tourism country. The main issue here is the complete set of factors that can be a tourism product, and most importantly, their proper advertising.

   For example, it is possible to create a new tourism product on the occasion of the Novruz Holiday, which has been preserved since ancient times in Azerbaijan and is celebrated today .Thus, this holiday is celebrated in many Turkic countries .Currently, Novruz holiday services can be offered for this purpose .In this period, national souvenirs selling, selling national kitchen samples can bring a lot of revenue to our country(Tourism in Azerbaijan).

       In addition, in recent years, the steps taken to develop tourism in Azerbaijan, especially the policy aimed at the development of winter tourism, should be emphasized. I think that the creation of winter sports tourism center in the northern zone of Gusar in recent years, the beaches and the mountains in the region can make a great contribution to the attractiveness of foreign tourists, especially Russian tourists .Thus, if we achieve a slight increase in the number of tourists, but to the nearest distance to Azerbaijan, for tourism purposes.

        Thus, in the case study, we come to the conclusion that, as in many countries, the importance of tourism products in our country is increasing day by day. In order to achieve comprehensive development of the Azerbaijani economy, it is possible to develop the tourism industry that can compete with the oil and gas industry. For this reason, there are all opportunities in our country. Therefore, developing tourism in our country, such as religious tourism, winter tourism, beach tourism and other tourism areas, can be submitted.

**Conclusion**

A situation analysis of the regions included identification of existing strengths for tourism development. The analysis of tourism potentials within differentiated regions in Macedonia states that the basic assumptions for development of tourism are based on the huge variety of the natural values and attractiveness and the cultural heritage, social and economic development of regions, transport communications and accessibility of regions. However, it should be stressed that although the potentials for tourism are evident, the number of existing types of tourism is moderate within the regions. Therefore, future activities should be directed towards identifying synergies between different sectors as basis for developing tourism within the regions. Author’s research and identification of these synergies indicates that the strongest basis is within the following relation among sectors: Tourism- Culture – Environment – Agriculture – Forestry –Transport and infrastructure – SME’s.

A number of innovations will be applied in issuing visas at the airport and other border checkpoints in Azerbaijan. Thus, the introduction of innovative methods such as the installation of self-service booths by the relevant government agencies will be ensured, with the possibility of obtaining a visa application form in the kiosks at the entry points directly to the country. Payments in this direction will also be accepted through credit card. The main goal here is to reduce electronic visa issuance in Azerbaijan up to two business days, as in the region.

Enhancing competitiveness and increasing the number of flights will reduce the cost of air tickets to short-term destinations, and will create favorable environments for low-cost airline companies. Creation of a low-cost national air transport company will be considered to maximize utilization of provisional stimulus measures from the created environment as well as the state in certain directions. Thus, the establishment of a low-flying air transport company operated in the country and incorporated in the Azerbaijan Airlines CJSC as a legal entity owned by a separate company (a controlling interest (stocks) of shares (stocks), and that the low- implementation of sector reforms and incentive mechanisms to make Azerbaijan more attractive for airline companies. The signing of the International Covenant on Co-operation in order to reduce the cost of investment in movable property on a standardized basis will be regarded as an integral part of this activity, customs and tax regimes will be regarded as a key factor in boosting competition. the State Civil Aviation Administration will determine the number of airline companies as a target to ensure the holding of the patrol, with which it will hold working meetings with international partners and will ensure participation of low-cost private and national airline companies in the region. The State Civil Aviation Administration will also identify the factors that prevent airline companies from increasing the number of flights and jointly with relevant government agencies, including the Tourism Council, a joint action plan to address these challenges. The State Civil Aviation Administration will encourage the opening of some areas that have the potential to generate high profits, but need marketing support and tax incentives for the start-up period. The organization will also evaluate the business environment and stimulus structure in the sector and take the necessary measures to improve them.

Implementation of direct cooperation projects with major tourism companies of the world will be considered to strengthen Azerbaijan's transport links and more effectively promote the country's tourism in target markets. This will not only support the country's initiatives to improve Azerbaijan's transport links with key markets, but will also pave the way for a large number of tourists to increase the use of such routes. The Ministry of Culture and Tourism will evaluate the issue of establishing a national strategic partnership with major airline companies, resorts and recreation networks, as well as local and foreign tourism companies, and in this regard, the most appropriate cooperation model for accelerating activities in this Strategic Road Map, as well as capacity of potential companies will be assessed. Within the framework of such cooperation, the improvement and promotion of tourism-oriented air links in Azerbaijan will be defined as the target. Further, specific criteria for valuation will be identified, and the global sector oversight will be implemented for potential partners. Partnership options will be assessed based on these criteria, and if they are found to benefit the sector in both medium and long-term prospect, their implementation will be ensured.

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