

THE MINISTRY OF EDUCATION OF THE REPUBLIC OF AZERBAIJAN
AZERBAIJAN STATE UNIVERSITY OF ECONOMICS
INTERNATIONAL GRADUATE AND DOCTORATE CENTER

MASTER DISSERTATION

ON THE TOPIC OF

**“TOURISM MARKETING IN THE WORLD ECONOMY, ITS ECONOMIC
ASPECTS AND APPLICATION TO AZERBAIJAN”**

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BAKU – 2019

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ASPECTS AND APPLICATION TO AZERBAIJAN”**

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TOURISM MARKETING IN THE WORLD ECONOMY, ITS ECONOMIC ASPECTS AND APPLICATION TO AZERBAIJAN

XÜLASƏ

Tədqiqatın aktuallığı: Turizm sənayesi dünyanın ən sürətlə böyüyən sahələrindən biridir. Dissertasiya dünyada turizmin inkişaf tempini, turizm marketinqinin iqtisadi trendlərdə əhəmiyyətini, eləcə də ölkələrin turizm marketinq strategiyaları əhatə edir. Magistr dissertasiyası bu sahənin marketinqlə əlaqəsini araşdırır və turizm marketinqinin ölkələrin iqtisadi inkişafına necə təsir etdiyini analiz edir.

Tədqiqatın məqsəd və vəzifələri: Araşdırmanın məqsədi xarici ölkələrin turizm marketinq təcrübəsinin öyrənilməsi, Azərbaycan turizminə cəlb edilməsi və Azərbaycanda rəqəmsal turizm marketinq konsepsiyasının yaradılmasına nail olmaqdır.

İstifadə olunmuş tədqiqat metodları: Dissertasiyanın hazırlanmasında həm keyfiyyət, həm də kəmiyyət tədqiqat metodlarından istifadə edilmişdir. Analiz aparılarkən hər bir ölkənin turizm sənayesinin inkişafında müştəri davranışlarının öyrənilməsinə və qeyd edilən sahənin yeni iqtisadi proseslərə təsiri metodlarına xüsusi önəm verilmişdir.

Tədqiqatın informasiya bazası: Tədqiqatın məlumat və empirik bazası Azərbaycan Respublikası Dövlət Statistika Komitəsi, tədqiqat materialları, elektron kütləvi informasiya vasitələrinin məlumatları, elmi əsərlər, Dünya Turizm Marketinqi hesabatları, turizm marketinqi ilə bağlı tədqiqat mövzularıdır.

Tədqiqatın məhdudiyyətləri: Araşdırmalar zamanı turizm marketinq layihələri ilə bağlı yerli bazarda olduqca az layihələrin keçirilməsi və bununla bağlı olaraq da statistik məlumat çatışmazlığı yaranıb.

Tədqiqatın nəticələri: Turistlərin ölkəyə gəlmə səbəblərini stimullaşdırmaq, yeni rəqəmsal metodlar vasitəsilə ölkə haqqında zəngin məlumat əldə etməsi və ölkədə olarkən innovativ marketinq proseslərinə cəlb edilməsini təmin etmək araşdırmaların əsasını təşkil edir.

Nəticələrin elmi-praktiki əhəmiyyəti: Dissertasiyanın praktiki əhəmiyyəti gələcəkdə turizm marketinq strategiyasının hazırlanmasında və eləcə də tədqiqatlarda istifadə oluna biləcək informasiyaların yaranmasıdır. Azərbaycanın turizm sektoru üçün yeni rəqəmsal modelin hazırlanması yeni iqtisadi inkişaf konsepsiyasına təsir edəcəkdir.

Açar Sözlər: turizm marketinqi, rəqəmsal turizm modeli, turizm marketinq alətləri, turizmin inkişaf konsepsiyası

ABBREVIATIONS

AMA	American Marketing Association
DMO	Destination Marketing Organisation
EU	European Union
GATS	The General Agreement on Trade in Service
GDP	Gross Domestic Product
IATA	International Air Transport Association
IPA	Institute of Practitioners in Advertising
NTO	National Tour Association
SME	Small and medium-sized enterprises
UNWTO	United Nations World Travel Organisation
USA	The United States of America
WTM	World Travel Market
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council

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INTRODUCTION

The actuality of the subject. The travel and tourism industry is one of the biggest and fastest growing industries in the world. Research gives an introduction to the tourism industry, providing a sound basis for master thesis. Tourism marketing is about the nature of the industry, its problems and methods, and you will be introduced to the assessment of the impact of tourism. In addition, I have researched the development mechanism of the tourism industry and the factors which have affected the growth of travel and tourism. Master thesis is generally about tourism marketing and I will analyze tourism marketing in domestic and global market together.

Statement of Problem and level of learning. Weaken in the tourism sector of Azerbaijan and the failure to implement marketing projects have increased the problems. Realization of tourism marketing and solving existing problems can enhance the tourism sector with a significant role in the country's GDP. The study and application of external experiences, as well as research have been noted in the thesis.

Purpose and objectives of the study. The development of the tourism sector depends on the ongoing active marketing campaigns and the implementation of effective projects. It is necessary to study foreign experience to create a competitive economy with the global tourism market. The variability between local population response to marketing campaigns in the tourism sector is due to the fact that the population does not take into account the rules of psychological behavior. Therefore, when examining tourism marketing, the local economic situation, foreign tourism marketing experience and local psychology should be taken into account. Thus, it is possible to achieve the goal of maintaining the mass tourist flow of tourism to the country. The purpose of the master thesis is to achieve an increase in the share of tourism in the economic revenues of Azerbaijan.

The object of the study is to learn the marketing activities of the countries in the tourism sector and to adapt them to the local tourism industry.

The subject of the study is the trends in the development of international tourism in the world economy, the importance of tourism marketing and mechanism of socio-economic aspects.

Research methods. Qualitative research for this thesis is to achieve more understanding of a detailed organization or event than a huge amount or population's details. It gives an open idea of the our structure and wide patterns found among a group of people.

The qualitative research method will be used in practical situations where doing quantitative research is impossible and unnecessary. Note that, qualitative research methods are based on participants' personal experience, where they are involved so they can explain the situation and experiences.

I will use quantitative research where the process is to be detailed in for collecting and analyzing data and information. It has a relation with numerical data and information.

I will also work with statistical analysis that stands on mathematical substantiation and collect data for research methods in recursive and sequential way.

Information and empirical base of the research is compiled by the State Statistical Committee of the Republic of Azerbaijan, research materials, electronic mass media information, scientific works of professors who contributed to the world economy, World Tourism Marketing reports, research topics related to tourism marketing.

Limitations of research. There was a shortage of local statistical information on tourism marketing projects during the research.

Practical significance. The practical significance of the thesis is that research results can be implicated in a future tourism marketing strategy. Preparing the new digital model for the tourism sector of Azerbaijan will influence the concept of innovative development.

The structure and length of dissertation. Master dissertation consists of Introduction, 3 Chapters, Results and Recommendations, References and Appendix. To improve the accuracy of the research 4 tables, 9 images and 5 graphs were used in the dissertation. The total length of dissertation covers 80 pages.

CHAPTER I: ANALYSIS OF THE STATE AND DEVELOPMENT TRENDS OF INTERNATIONAL TOURISM IN THE GLOBAL ECONOMY

1.1 The role of international tourism in world trade services

In the early long periods of the twentieth century, the tourism industry began to grow all the more dominant because of increment riches, premium and friendly frames of mind, and enhancements in individuals' vehicle framework. Advantages of transport enabled individuals to make a trip to cherished zones when they need. Indeed, large scale manufacturing and mass utilization was the basis of that period.

Despite the fact that Tourism's underlying foundations touch base in the eighteenth century, the tourism industry was as yet a customary point for the majority, and the homogeneous character of the interest prompted the generation of institutionalized items that could suit everybody. From the 1930s onwards, the development of the engine vehicle industry advantaged the tourism industry further, and amid the between war years, the airplane started to assume a little job in the tourism industry showcase. This factor depends on the possibility for the wealthier classes, especially in Europe.

Furthermore, the making of occasion camps coordinated at a developing low-salary advertise for the tourism industry was a premise advancement of the 1930s and got boundless acknowledgment by society. The moment achievement of the tourism industry idea brought about the development of comparable structures everywhere throughout the waterfront zones and even in inland hotels in view of rousing different exercises.

In addition, the appeal to the sun during the 1960s, from the cool and diverse atmospheres of Northern Europe and North America, empowered the getting through of bundle visits. Thusly, the mass normal for the tourism industry is reinforced with along these lines.

From the 1950s the tourism industry began to create in everywhere throughout the world. There are formative components of the tourism industry:

- Technology

- Air transportation
- Accommodation organizations
- Tour administrators (Operators)

The tourism industry has gradually changed after the Second World War, particularly somewhere in the range of 1960s and 1980s. While the showcasing practice is "client arranged" these days, post-war conditions were totally unique and promoting was "deals situated".

There were noticeable supplies for some items crosswise over Europe and the tourism industry was not a special case to this. Then again, the financial and mechanical advancements and changes directed to change the tourism industry in the referenced period. It could be condensed as pursues:

- the growing better of the people's condition
- paid occasions open doors for workers
- new use of planes after the war
- enhancements in the airship industry which caused it conceivable to fly further to and quicker
- a more prominent feeling of majority rule government and equity
- creating a better education system
- providing better open doors visitor by tourism operators
- the spread of TV and Media

Innovation today is comprehensively developed upon in every one of the ventures, controlling the business factors and the tourism industry isn't the special case.

The effects of innovation are moderately observed on the airship, Mastercards and travel checks, lodging and inn frameworks, travel applications, PCs lastly reservation frameworks utilized in the correspondence among coordinators and middle people when the tourism industry's mass the tourism industry age is considered.

The tourism industry is a more 'data stream' industry than 'item stream'. This trademark work is making it increasingly reliant on innovation factors. Innovation has straightforwardly influenced the tourism industry on four noteworthy subjects: airplanes, plastic cards and travel checks, PCs and reservation frameworks.

The important impact of innovation on airplane innovation is identified with the Second World War. The war incidentally devastated and ceased business flights, the tourism industry exercises and travel to chronicled places. Be that as it may, it brought huge long-run profit for the advancement of air transportation in the tourism industry.

- The growing of many experienced pilots;
- Expanding open associated with the airplane, a great many military workforce and non-military personnel representatives
- Providing new information about climate;
- Improved maps and information of remote territories;
- Construction of thousands of landing strips
- New mechanical airplane guidelines, flying procedures, and different necessities for the advancement of the tourism industry;

Another mechanical improvement in that period was the charge cards and travelers checks. American Express had declared its first Visa in 1958, trailed by the Bank America Card (the present Visa Card) and Master Charge (the present Master Card).

These plastic cards and travel checks certainly helped numerous clients to feel progressively loose particularly on their vacation and excursions. In that capacity, travelers could have a sense of safety in unconcern cash loses and theft.

Air industry differentiates from every single other transportation in the tourism industry. It's likely a result of the including visits that command modern the tourism industry mindfulness. Truth be told, while one of the two most significant components of a global visit segment is the hotel bed, another is certainly the airship situate.

There are two huge enhancements tied with air transportation in regards to the tourism industry and mass travel. The first is the establishment of the International Air Transport Association (IATA) in 1945. The second and progressively significant advancement of air transportation to mass the tourism industry is the concession flights and equivalent rights. They were given to preferences and booked organizations for the new advancement idea in 1960.

Toward the start of the XX century, the tourism industry started to extend, empowered by the expanding riches, premium and active frames of mind of the populace, and by the unfaltering advancement in transport.

The advancement of settlement organizations was characterized by streets and railroad transportation until the First World War. This prompted the making of new lodgings and inns to organize.

The advancement of the aircraft business flagged the start of the end, for long-remove rail benefits as well as, more positively, for the gigantic steamship cooperation. Air transportation improved the number of urban lodgings and occasion camps in every creating nation.

Nowadays slants in the tourism industry are dated to the after-war time frame – especially the ascent popular for get-aways. In this period is given development in salary and open doors for worldwide the tourism industry. Mass the tourism industry is essentially created in types of bundle visits from created western and northern European nations to the Mediterranean nations.

Tour operators offered these advantageous visits to customers in movement offices by means of promotion materials, for example, coupons, flyer, visit cards, and other travel promotion items. That is the reason tour operators are a basic part in the European mass the tourism marketing.

Over the long haul visit administrators expected to converge with aircraft organizations and the cordiality units in goal nations so as to extend their control on their movement item. The bundled visit was the most required administration. Such an

improvement ascend in the tourism industry interests in Europe brought about visit administrators to wind up worldwide organizations. So as to diminish the dangers taken, visit administrators likewise took part in sorting out and overseeing beach front excursion territories and lodgings in creating nations.

Besides, It was not constantly conceivable to control the accommodation joints except if speculation was done and the hazard was taken. Plus, mixes techniques, for example, diversifying, the board, and arranging contracts which prohibits the speculation dangers were restricted for concession activities.

Thusly, tour operators have confronted a few hardships and obstructions. There were overwhelming venture necessities and administrative costs when they endeavored to control the aircraft organizations.

Today the tourism industry is an essential field of universal exchange the administration part. Universal the tourism industry compares for generally 30% of worldwide exchange the administration area.

Indeed, the tourism could easily compare to this worldwide normal figure recommends for some creating nations. It represents the biggest remote trade worker, producing a net benefit in the tourism industry administrations.

The tourism is perceived as being various attributes that render it particularly considered as an operator for development and a driver for financial improvement. Since Tourism encases a wide scope of products and ventures parts, It creates multiplier bearing crosswise over numerous other monetary exercises in the tourism industry segment, covering the neighborhood economy and expanding the development sway from universal activities.

Worldwide exchange is clearly considerably more than simply crossing merchandise and enterprises on universal fringes. The GATS incorporates 'the tourism industry and tourism-related administrations': the tourism industry common responsibilities have been made by more than 140 WTO individuals more than another segment.

The tourism industry and travel-related administrations contain administrations demonstrated by inns and eateries organize (counting cooking), neighborhood travel offices and visit administrator organizations, vacationer manage administrations, and other related administrations. As administration areas, the tourism industry and tourism-related administrations are broadly provided by SMEs.

The tourism industry has four different ways of being exchanged under the GATS. Regardless of whether worldwide vacationers crossing fringes are the broadest type of global exchange the tourism industry administrations. Each method of supply impacts the tourism industry and travel-related administrations:

Mode 1 – Cross-border supply: This mode means that travel agencies, hotels, hostels and travel guides can be accessed from importing countries.

Mode 2 – Consumption abroad: The mode of supply most typically associated with travel concept.

Mode 3 – Commercial presence: The network of hotels and tour operators frequently establish hotels in multiple areas.

Mode 4 – Presence of natural persons: The web communication is an undeniably fundamental part of universal intensity due to being eminently controlled by the capacity of suppliers to connect with clients by means of sites or email correspondence.

ITC proof dependent on World Bank (WB) Enterprise Survey information demonstrates that SME's utilize sites and messages than medium and huge firms.

The distinctions are changed between divisions, with littler organizations being increasingly dependent on utilizing messages and sites in the administration's area.

The significant end is the inn and eatery subfield, where little suppliers linger behind basically on the utilization of these correspondence actualizes.

The tourism industry's job is solidly getting to be perceived at key political viewpoints and between the world's leaders with the area picking up force in both the exchange and the improvement motivation.

The tourism industry is an area transcendently determined by little and medium-sized ventures and is especially obvious as an office for advancement and as a driver for financial improvement. It encases a wide scope of merchandise and enterprises segments and creates multiplier impacts between many sub-exercises in the esteem chain. The tourism industry exercises are interlinked with numerous different exercises over the world economy and advantage nearby and minimized networks have stream down impacts.

1.2 Assessment of the impact of tourism on the development of the socio-economic potential of countries

Long-term sustainability of tourism depends on maximizing its benefits and minimizing costs. Adjusting the influence of tourism on the country's economies makes it easier for a country to create an effective tourism industry.

Many people describe tourism as an economic impact, job opportunity, and taxes. In fact, the mechanism of tourism in tourism is very broad and covers areas related to tourism. The impacts of tourism are divided into 7 general categories:

1. Economic
2. Environmental
3. Social and cultural
4. Crowding and congestion
5. Services
6. Taxes
7. Community attitude

Each category has positive and negative impacts on tourism. Because of the different economic situations, market conditions and psychology in every country, these effects occur in different forms.

Countries should identify factors that affect the communities and the local people in a negative way and should try to develop them in a beneficial way. Tourism is just a

field of society. Strategic tourism development plans can effectively fulfill government tasks and bring benefits to the community. By doing so, it is possible to make sure that tourism services are attractive to customers by eliminating shortcomings in tourism. Serious and severe business conditions, heavy taxes on the tourism industry result in lower tourism efficiency.

In many cases, factors affecting one area of tourism have little or too much impact on other areas of tourism. Specific plans and actions can increase the benefits of tourism and reduce the degree of negative impacts. It is important for the government to understand the broad range of these impacts and to optimize the positive impacts. Active planning tourism helps the state to move towards its objectives and carries the role of tourism.

The main purpose of developing the tourism industry in a community is to give economic efficiency by increasing the positive impact mechanisms. First of all, it is necessary to identify potential impacts. Tourism researchers have identified a large number of impact factors. Grouping impacts in categories indicate that impact mechanisms in the community are driven by tourism development. Planning helps the tourism industry with the least cost and most benefit.

Tourism promotes employment opportunities. Opening additional jobs, upgrading job opportunities ensures people's income and increases living standards. In particular, the diversification of tourism in rural areas also contributes to the development of societies only in one area. As tourism grows, there are additional opportunities for investment, development and infrastructure plans.

Tourism generally involves improvements in public availability such as water, lighting, parking, public restrooms, litter control, and landscaping. These improvements benefit tourists and local people in the same way.

Speaking about the economic impact of tourism, it is important to understand that tourism subjects can also offer minimum wages and low budget jobs. This jobs are often seasonal and cause unemployment in other seasons. Economic factors affecting

tourism cause changes in the country's GDP, financial status and people's living conditions.

Countries with rich flora and fauna, all the tourists who come to the forests, lakes, rivers, mountains and picturesque places are always ahead of others in the tourism industry. The sole task of the people of these countries with natural beauty created by them is to preserve their cultural heritage, historical buildings and beautiful spaces. Thus, the mass flow of tourists can be achieved in the country.

Tourism can also corrupt the environment. Tourists are spoiled and polluted. Natural resources can come in dangerous situations with extreme pollution. Offerings of tourist services can also damage the appearance of the area. For example, spreading billboards can cause visual contamination. As tourism develops, the demand for land is growing, especially with its private landscapes, mountains, and access to the coast. The natural landscape and open air can be violated without special measures. Disruption of flora and fauna will also lead to a worsening of the country's natural conditions. Additionally, tourists visiting the place where water is scarce may increase demand in that area. Also, this will result in excess demand in the market and will lead to a breach of stability in the country.

Social and cultural aspects of tourism should be carefully investigated as it can seriously damage those living in the community. The arrival of tourists to the country means different values for society. Their behavior also affects the families' lives of the indigenous people. Communication between local people and tourists creates creative ideas by creating new opportunities and opportunities. Social and cultural impacts in the country, terrorism, political turmoil, the spread of the disease have been further enhanced by security measures. Therefore, it is necessary to develop an effective strategic development line against the elimination of side effects of such social aspects.

Tourism can increase the standard of living in a region, the number of attractions, entertainment opportunities and services. Local people can easily get to know tourists, make friendships, and get the opportunity to get to know the world. They can achieve

different cultures and compete with the local culture. In many cases, tourists want to learn about the culture of the indigenous people, and the local people want to adopt a tourist's behavioral and cultural experience. At the same time, these accords for the development of tourism play a crucial role in future intercultural communication.

Tourism can also be a community with a dark social and cultural side. Illegal activities can attract some tourists to the country. However, the consequences of this are very serious problems for the country's economy. The sharp number of tourists and the activity of tourists in order to use illegal activities can also cause conflicts between local people and tourists in the city.

Hotels, restaurants, stores, transporting tourism to urban areas, cause changes in the physical structure of society. As local ethnic culture changes in accordance with tourism needs, language and cultural experiences can also change. The "demonstration effect" of tourists can alter the habits and customs of local cultures in different ways.

People typically gather in attractive places. Tourism also usually changes in specific areas and begins to evolve. Otherwise, slowly eroded historic buildings and sights will hinder the development of tourism, and the future prospects are in line with it.

When people get together, Crowding and Congestion occur, stress, nervousness, and other adverse events occur. The construction of tourism, especially hotels and restaurants, seriously affects the old way of life of the local population and causes them to work inefficiently. In some areas, even the second home-created homes for entertainment are also causing great crowding and congestion problems.

Development of tourism leads to the revival and reorganization of service sectors in the tourism sector. The most important initial step in the development of tourism, tourism, tourism, restaurants, hotels, shops, and travel agencies. The services provided in the business areas of tourism are directly linked to the customer, and customer satisfaction is considered as a key factor.

Local tax revenues are growing in terms of sales from restaurants, hotels, and attractions. Taxes affecting tourism have a significant impact on their budget until the tourist left from the country. This, in turn, ensures the flow of funds spent on the budget in the form of tax revenues.

The interest and excitement of tourists in the community is a source of pride. As tourism develops, local people will be more satisfied with the arrival of tourists and will be able to communicate better with them. Tourism events and activities are driven by interesting and exciting factors in different places.

Nevertheless, If the supporters of tourism development turn against, tensions may also arise between local people and tourists. People will feel uneasy in a society where tension is frequent and faster. People who see that the results are worse than the previous ones will hinder the development and active functioning of tourism, and the attitude towards tourists will deteriorate further. Therefore, it is necessary to ensure the interaction of the culture of the local people with the cultures of tourists. The coherence of behaviors and mutual adaptation of cultures will promote unilateral, bilateral development of tourism and result in further increase of tourism potential of the country.

1.3 Statistical analysis of world tourism market

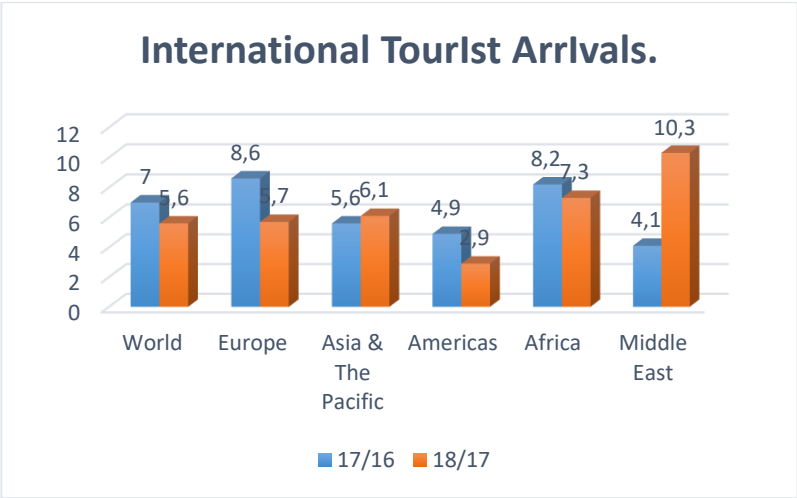
The international tourism industry covers about 30% of international trade in the world. Tourism sector covers 10% of GDP, one in every 11 jobs in the world. According to researchers, by 2030 the number of international tourists will reach 1.8 billion.

According to official statistics, the number of international tourists increased by 6% in 2018 and reached 1.4 billion. Two years before the UNWTO report released in 2010, the number of international tourists has risen to 1.4 billion. 2018 has been the year of highest growth since 2010.

While developing international tourism in the Middle East and Africa, Asia, The Pacific, and Europe also rose by 6% over the world average. In America, a 3% increase was observed.

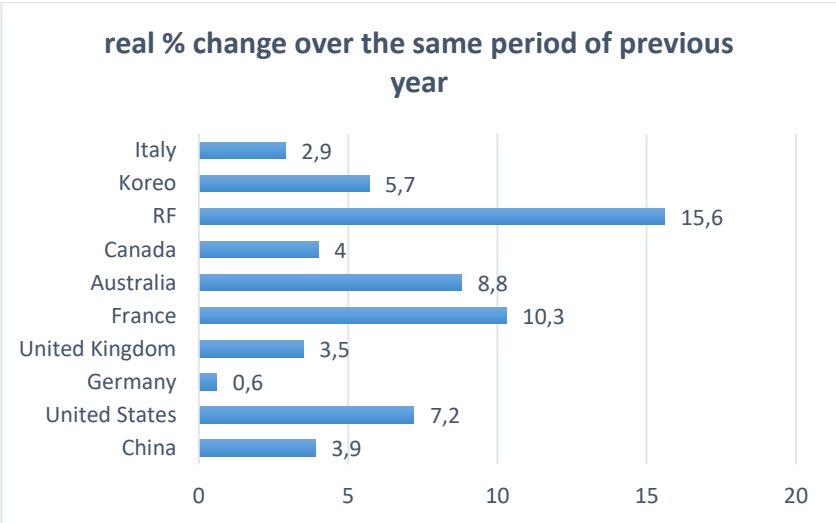
Among 16 countries with the highest spending on tourism, Russia has grown by 16%, France by 10% and Australia by 9%. In addition, America and Korea have shown the same growth rate as almost 5-6%.

Graph 1. International Tourist Arrivals.



Source: World Tourism Organization (UNWTO)

Graph 2. International Tourism Expenditure (World’s Top 10 Spenders)



Source: World Tourism Organization (UNWTO)

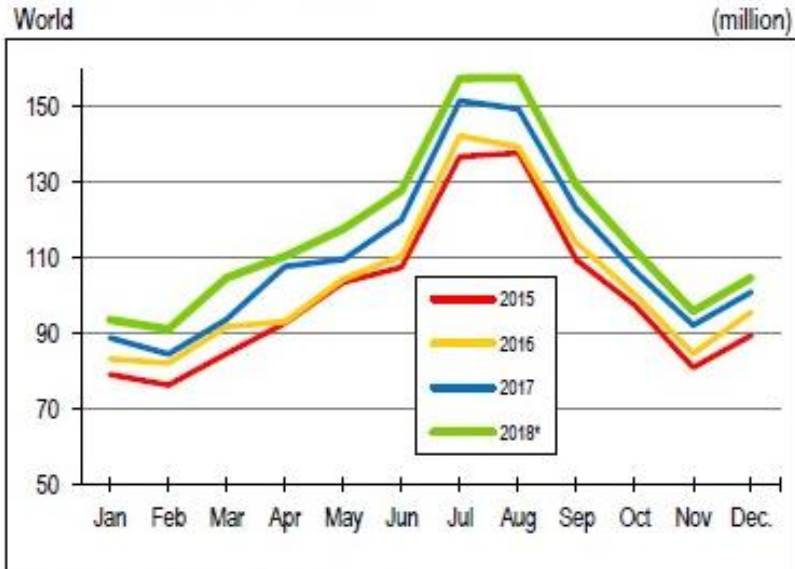
According to economic expectations and current trends of the UNWTO Confidence Index, UNWTO believes that in 2019, the number of international tourists will increase by 3-4%. This growth is expected to increase every year.

International tourism revenues increased by 4.9% in 2018 to \$ 1.340 billion. These statistics are adjusted for exchange rate fluctuations and inflation.

Regarding subregions, growth in South Asia and South-East Asia is much bigger than in regions like Southern Mediterranean Europe and North Africa. In addition to \$ 1340 billion in tourism revenue, an additional \$ 240 billion in revenue from international passenger transport services has also been earned. Total exports from international tourism reach \$ 1.6 trillion or about \$ 4 billion per day. Tourism is ranked 3rd in the world after chemicals and fuel sectors and automotive products.

From official sources on the world, international tourist arrivals are believed to have increased by 6% compared to previous years. This is a continuation of the strong outcomes of 2017, and since 2010 there has been a 4% and more increase every year. This growth also exceeds the 4-5% growth expected by UNWTO for 2018. UNWTO believes that by 2017, 1403 million international tourists have been accepted by 74 million destinations.

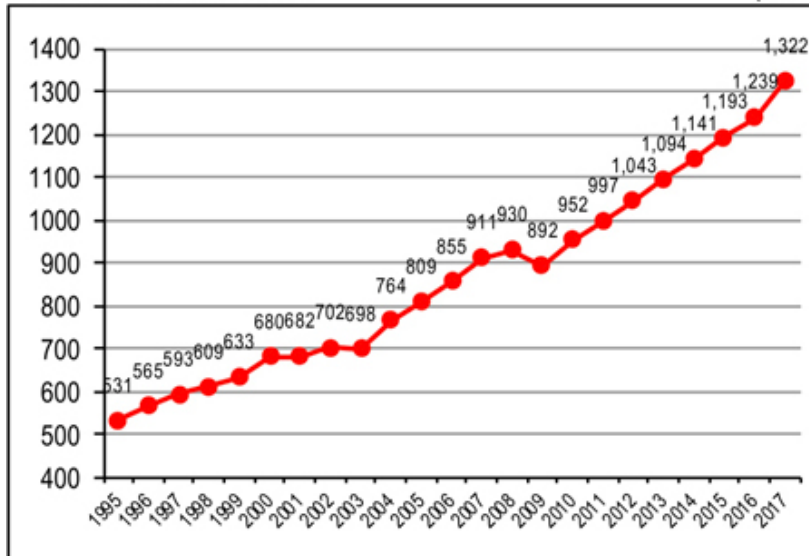
Image 1. International Tourist Arrivals by month.



Source: World Tourism Organization (UNWTO)

The January-April period typically covers 28% of the total In international tourism. This is related about the winter season of the Northern Hemisphere and the summer season of the Southern Hemisphere and the Chinese New Year and Easter holidays.

Image 2. Inbound Tourism (International Tourist Arrivals).



Source: World Tourism Organization (UNWTO)

As time goes on tourism has become one of the fastest developing and most essential economic sectors. The share of international tourism in GDP is quite high.

International tourism encompasses \$ 1.5 trillion of foreign trade incomes and accounts for 30% of total exports of services and 6% of goods and services exports.

Developing countries play an important role in the development of tourism. Those countries currently cover about 45% of international tourist arrivals and this percentage is expected to reach 57% by 2030.

The tourism sector supports economic growth in these countries and offers a high perspective. Tourism itself is a complex sphere and is closely linked to other areas of the economy. International tourism is an important source of foreign exchange earnings.

In 2014, tourism revenues of \$ 1.240 billion were recorded in international tourism and 221 billion of them are passenger transportation.

Europe, which is considered to be the most traveled region in the world, also showed a high growth rate in 2017. The number of arrivals increased by 8%, approximately 52 million more than the previous year. The increase in the number of international tourists has also increased the percentage of income in the global tourism market. Travel requirements are formed in accordance with both inside and outside areas of the region. The economic and social situation of other regions also affects the international tourism economy.

Southern Mediterranean Europe was quite different from the tourist arrivals. According to official data from Italy and Spain, in 2017, the number of tourists has increased by 6 million. In Western Europe, the main increase was observed in France and Belgium. However, it was supposed that previous events (terrorism) would reduce the number of tourists. Central and Eastern European countries have shown an increase in the flow of tourists from Russia.

Despite the terrorist attacks in London and Manchester, there have been differences in the arrival of international tourists in Northern Europe, especially in the UK. England loss of value for the British sterling and some of the economic factors have also affected international tourism.

The 6% growth rate in Asia and the Pacific region also affects China, Korea and Australia individually. Increased purchasing power in emerging economies also provides a more affordable travel and easy visa procedure. That's why there is a good reason for the rapid development of international tourism in the region.

Image 3. Global Tourism Market (Revenues and costs)

ASIA PACIFIC	2016 USDbn ¹	2016 % of total	2017 Growth ²	USDbn	2017 % of total	Growth ³
Direct contribution to GDP	714.5	2.8	6.1	1,326.0	3.4	5.8
Total contribution to GDP	2,270.1	9.0	5.8	4,174.8	10.7	5.7
Direct contribution to employment ⁴	67,324	3.7	2.0	85,075	4.2	2.2
Total contribution to employment ⁴	159,218	8.7	2.1	215,161	10.6	2.8
Visitor exports	454.7	6.1	5.6	738.5	6.5	4.4
Domestic spending	1,208.6	4.8	6.2	2,353.4	4.1	6.3
Leisure spending	1,328.9	2.2	6.0	2,447.3	2.6	5.7
Business spending	334.4	0.6	6.0	644.5	0.7	6.2
Capital investment	307.0	3.7	5.3	558.0	4.5	5.6

Source: World Tourism Organization (UNWTO)

The results are positive in Asia's largest subregion, Northeast Asia. With the leadership of Japan in the region, this growth has gradually increased. In contrast, fewer tourist arrivals from China were observed in Korea. Southeastern Asia is the largest increase in all Asian subregions, with an increase of 9 million tourists in 2017. The fastest international tourist flow in Vietnam was the country with the highest number of subregions with more than 3 million tourists coming to Thailand. Ease of visa issuance also had a significant impact on it.

The positive results in South Asia also reflected the strong performance of India, the huge flow of tourists from the western regions and the easy visa procedure. The flow of tourists is also high in Australia and New Zealand, where there is a great demand for Oceania and North-East Asia.

Tourist arrivals in the American region increased by about 4%. The rate of growth in South America has continued in 2017. Improving the economic situation in Brazil and Argentina accelerated the development of tourism. The change of economic conditions in Central American countries has also increased the pace of travel to potential countries.

The results of the Caribbean were somewhat mixed. Despite the positive results in the Dominican Republic and Jamaica, the reason for the severe hurricanes has been the drop in the tourism market of many island countries. The North American region in spite of covers two-thirds of international tourist arrivals and revenues, but in 2017 weakly developed.

International tourist arrivals in Africa grew by about 9%. This indicates that the gross income level from international tourism is 8% higher than the previous year. The results are due to ongoing developments and projects in some countries in North Africa.

In Tunisia, with a 23% increase in the number of tourists in 2017, Morocco achieved a slight increase compared to the previous year. Most tourists flowed from European countries.

The Middle East has earned revenues in 2017 with an increase of 13% from international tourism. While the results were positive for some parts of the region, weaker growth was observed in other countries.

The leader of the region, Egyptian has accepted a high number of tourists compared to previous years. Tourists have come from Western Europe, and then from Central and Eastern European countries.

Image 4. Top Slenders (2017)



* = Provisional figure or data

Source: World Tourism Organization (UNWTO)

In the development of international tourism and growth rates differs greatly in domestic tourism. Generally, the developed economies of Europe, America, Asia and The Pacific are the world's big markets for international tourism mobility. In addition, emerging economies in Asia, Central and Eastern Europe, Middle East, Africa and LA have also recorded speedy growth in last years relevant to the increase in income levels.

Europe continues to be the world's largest source for traveling travelers, covering roughly half of the world's international tourist flow. Asia and the Pacific are also growing rapidly.

China is leading the tourism market with tourism costs. The United States, which is presumed to be the world's second-biggest source market, has had plenty of tourism costs. In 2017, 9% increase was observed compared to 2016. Russia settled down on the 8th line, with a 30% lead to entering the top 10 in a few years.

Among the top ten tourism markets, especially in Korea, Italy and Canada, strong results have been achieved.

CHAPTER II: THE IMPORTANCE OF TOURISM MARKETING

2.1 Organization and main directions of marketing activities in tourism

Each year, there are around 1 billion tourists worldwide, and this figure is expected to grow even further every day. Today, there are still some tourism campaigns that aren't gained a positive effect on the country. Some local locations compared to global tourist destinations are not attracted by international tourists. The reason for this is the absence of active campaigns to expand the tourism opportunities of the country. Based on the strategic marketing plan, countries can promote their tourism opportunities and help it in all the world. All these problems can be solved by productive tourism marketing activities.

Currently, tourism is considered to be the fastest and most competitive sector in the world. Each country and its tourist destinations are trying to attract more tourists than others. Due to being plenty of alternative options of customers, it is essential to utilize more marketing activities in the tourism sector.

In this chapter, I will analyze the marketing activities in the tourism industry, their main directions and structure will be informed.

Marketing is a procedure that offers customers the right products and services offered by the company (country). It also provides customers with different products and services better than their competitors, meeting customers' needs and requirements at best possible circumstance. Tourism marketing can be described as somewhat mixed, because it is a common field of services for other industries, such as accommodation and transportation. Tourism marketing is related to travel and tourism organizations offering industry areas, services, and products to their customers.

The tourism industry has also accepted marketing concepts that have been successfully used for many years in the field of service and manufacturing. Marketing is a crucial factor in the field of tourism and travel, as all its activities have a significant impact on the overall tourism market. Different companies offer different products and

services. The main point here is that the travel and tourism markets operate depending on demand and supply on tourism.

Depending on the link between supply and demand, customers determine their travel plans and use the best available services offered on the sector. Marketing also plays a vital role in the activities of international tourism organizations and other business. It includes organizations that do not sell products or services directly, but they are engaged in business with their business partners.

The strategic marketing plan is a crucial component of every business. With a strategic marketing plan, a brand development plan is created and is provided the success of the business, sales growth, and earning significant revenues. The strategy is converted income to develop our business. As is the case in each sector, the development of a strategic marketing plan is crucial in the tourism industry. However, if the project is prepared incorrectly, it can lead to a decline in revenue and profit, or even to bankruptcy.

Key elements in the development of a strategic marketing plan include analysis of current market conditions, marketing targets, SWOT analysis, competitor analysis, market research, target market and audience selection and application of marketing tools.

When analyzing the current state of the tourism market, three elements should be considered:

- a) Market's current condition
- b) Market trend
- c) Product and service characteristics

It is important to learn the features, advantages and disadvantages of the product and service. Many customers want to benefit from the advantages of the product (here- the tourism). So It is essential for them to that the tourism product and service are superior to others.

To find out about the current market circumstances, we have to give answers to some essential questions.

- The locations where tourists come
- How long time and how far
- Age, gender, interest, behaviour
- Type of group: Family, friends, colleague, alone
- Where did they get information about us (for example, about Azerbaijan)

There are also some common trends affecting tourism. These include the country's current economic situation, political status, technological development and national-cultural values.

In fact, marketing targets cover achievable targets and should be calculated in accordance with the performance potential. For example, in tourism economics, tour operators and hotel marketing targets focus on sales and revenue. The extent to which this can be achieved depends on the market research previously conducted.

Generally speaking, both the internal and external environment of the country (company) should be thoroughly explored while developing a strategic marketing plan.

The SWOT analysis is a tool that is utilized to find the Strengths, Weaknesses, Opportunities, and Threats of service or product.

SWOT analysis not only examines the internal and external environment but also identifies the negative and positive factors that affect it. Depending on the analysis, the strategic marketing plan plays an important role in the professional development and promotion of tourism services and can lead to the country's global differentiation in the future.

Competitor analysis plays an important role in the process of preparing the strategic plan. The main issue in the rival analysis is to find different characteristics from competitors. In addition, identifying competitors and determine common features makes it prepare even easier. Thus, conducting this type of competitor analysis leads to being a more effective strategic plan.

In the tourism economy, some of the important things are revealed when analyzing competitors. Who are your opponents, what are pricing policies, how are advertising campaigns, what are they doing marketing activities, who are the customers?

The basic competitive strategies amount to:

- Low-cost approach
- Differentiated approach
- Focused approach.

The low-cost approach means active marketing campaigns and a low budget in the development of a new product or service to win the competition. The differentiated approach is related to the marketing of unique services and products. This is the approach where more powerful brands utilize this approach. The focused approach focuses on the marketing of product and services marketing in specific markets.

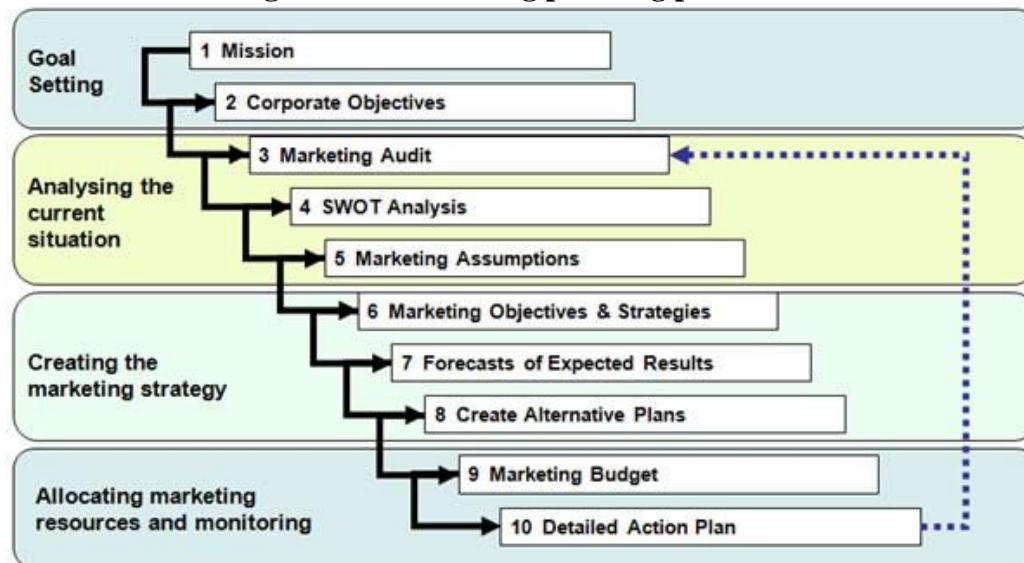
Effective market research enables you to choose the target market and get rich customer information. He interprets the client's thoughts on the service and product, gives his positive and negative aspects, and ideas about improving the marketing method. Many tourism companies want to be sure that they have the right marketing strategy and steps. This will only be confirmed by the customer's request. The survey methodology also helps the companies to learn thoughts of customers about products and services. Apart from the survey, there are other methods of studying customer satisfaction. For example, telephone interviews, face-to-face meetings, and so on.

Before you start an advertising campaign for tourism product or service, you should be sure that you know well the target market. Consumers who use the service or product are divided into different groups. These consumers accept products and services that make the best offer on the market. Here, the country or the company should analyze market segments. Here are various methods: economic situation, age, the purpose of travel, nationality, geographical area, living conditions and habits, behaviors and thoughts about the country.

The appropriate method for each market segment should be selected. The tourism industry managers also have to choose the appropriate method of marketing when implementing active marketing campaigns. For instance, tourism marketing may be organized with the printing materials of promo products, flyer, brochures, digital marketing, offline methods, advertising on billboards, indoor, outdoor, etc.

The strategic marketing plan also includes target and time scales. Monitoring always should be done for the measurement of performance and development. At this stage, the effectiveness of revenue and expense analysis, customer status and marketing strategy is measured. It is crucial to measure progress and improve the strategic marketing plan. The process of preparing a strategic marketing plan for the tourism sector can be both complicated and simple. The planning process is based on a variety of logical steps to reach a marketing plan. (Colin Gilligan, Strategic MP, 2009)

Image 5. The marketing planning process



Source: Oxford (College of Marketing)

The image 3 shows the different stages of the strategic marketing plan. The steps of the strategic marketing plan are generally divided into 4 sections:

- Goal setting
- Analyzing the current situation
- Creating the marketing strategy

- Allocating marketing resources and monitoring.

Marketing is a very important tool for success in the tourism industry. It does not matter that the destination is attractive, if tourists do not have information about tourist destinations. Therefore, in order to achieve global recognition of tourist attractions, active marketing campaigns should be undertaken and projects should be implemented in accordance with the strategic plan for tourist attraction.

Although tourism marketing may seem easy to implement, the fulfillment is quite complicated. Marketing of the tourism sector differs from other business areas. Well-developed tourism marketing procedure can increase tourists the flow to countries at a high level. Whether the tourist area is in the region or in the prestigious or weakest point of the country, each country needs marketing for the tourism sector. This applies to any country that wishes to get effective results in the long run. If the marketing plan is properly prepared, the flow of tourists to the country will also increase, and the country will gain substantial profits.

There are several ways to conduct marketing in the tourism economy. These include tourism product packaging, tourism advertising and promotion, branding of tourism destination, methods of increasing product and service promotion incentives and website creation and improvement. Each of these methods differs depending on the tourism product and service.

Packaging in tourism marketing has a new meaning. Travel packages do not mean the physical packaging of a product. This is the combination of tourism products and services with additional features in line with the requirements and objectives of tourists. The advantages of tourism packages for countries are as follows:

- To increase the attractiveness of tourist areas
- To increase the profitability of businesses that are not directly related to tourism
- Encourage traveling regardless of the season
- Increasing the purchasing power of local products
- Increasing staying the duration time of tourist in the country

The purpose of the tourism product packaging is to increase the duration time of staying of tourists in the country when traveling. This is possible by creating and improving a new form of tourism product packaging, using marketing methods.

While conducting tourism in the country, the preparation and promotion of tourism packaging products should be interconnected with different agencies and companies. Cooperation in this form will enable not only the development of tourism but also increase the economic potential.

The basis of any successful marketing plan is to create a brand that is key to the target market. Tourism brands should provide important messages to potential tourists. Ancient Egyptian Historic Places, Romantic Paris City, Rich Culture of India, Turkey's Historic cities are introduced to the whole world through Tourism Marketing Methods. The brand's most important issue is to encourage travelers to travel to that destination. (Tourism Branding 2016.)

Destination branding is a new concept in tourism marketing. Although the branding phrase has been used by many commercial organizations for many years, destination branding concept has just newly appeared in the tourism industry. No major research on Destination branding has ever been made. This opinion is still not important for some researchers in the tourism economy. But, in fact, the role of branding is crucial for tourism marketing.

Attributes of successful branding are as follows:

- authentic
- understandable
- memorable
- usable.

The development of society, art, and education also depend on branding. While investing in specific areas, investors always observe business locations where the local institutions have been promoting them to the world. Place branding is the key to

attracting both tourists and investors to the country by promoting location in the tourism economy.

Advertising is the most widely recognized tool for marketing. The importance of advertising for tourism marketing is the need to use various advertising methods to promote tourist attractions around the world. In accordance with the marketing plan, the country should implement tourism marketing campaigns. This is done through different channels through advertising. Advertising promotes more benefits as a marketing tool. In accordance with the IPA (Institute of Practitioners in Advertising), it is a marketing tool aimed at generating income from a low budget.

Advertising in the tourism industry differs from advertising in other industries. For example, the holiday must be sold to a tourist who can not see or touch the product before purchasing. Tourists usually buy or use the service without experiences. Day by day, the tourism industry's customers want to see more different activities, more exciting and intriguing offers. Therefore, today's tourists are expecting a great deal of benefits from their products.

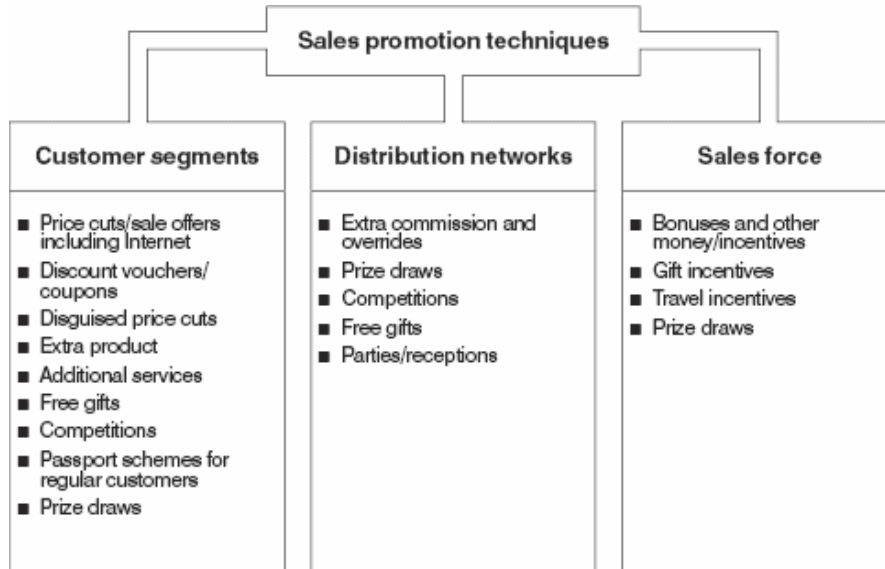
Sales promotion has many definitions as one of the marketing tools. Many authors and researchers frequently explain sales promotion in different ways. Sales promotion is a short-term marketing method. This method encourages consumers to buy and get a high income. These include:

- coupons
- contests with attractive prizes
- organizing demonstrations and exhibitions
- free samples
- interest-free periods
- temporary price reductions.

According to the American Marketing Association, sales promotion is valuable for shorter timeframes with the point of spurring preliminary and desired purchases, rising client request or creates product quality. (Definition of sales promotion 2014.)

Sales promotion is the procedure that incorporates the arranging of inspiration apparatuses made for the present moment, set out to support a greater buy of product and service by clients. (P.Kotler, Principles of Marketing 2008)

Image 6. Typical sales promotion techniques used in travel and tourism



Source: Principles of Marketing, Kotler, 2008

Image 6 shows sales promotion techniques. The key elements of sales promotion, divided into 3 parts, are the basic sales promotion techniques used in travel and tourism.

The vital purpose of the website is to promote tourist destination and areas, via the travel agencies. Website is a very important tool for the development of tourism. While preparing the website should have clear content, design, and functionality, even It must be comfortable and innovative for tourists. Many travel sites include information such as visa issuance, ticket purchase, and travel information.

Tourism websites should focus on the easy use of tourists and include all the information seeking by tourists. These elements are essential for a better tourism and travel website: location information, detailed description of a multilingual and multicultural population, and directional information.

2.2 Social And Economic Aspects Of World Tourism Marketing

Tourism, as one of the largest and dynamically developing areas of foreign economic activity, today has many economic and social impacts. High growth and development rates, infrastructure development, the involvement of new management and training practices, the budget which is largely influenced by foreign exchange flows have a significant impact on the various sectors of the economy in all social and economic development of the country.

According to recent statistics, tourism covers about 10% of the world's income and utilizes 1/10 of the global labor force. Potential economic impacts of tourism on the country are undeniable.

Many people say that the positive aspects of tourism are the source of foreign currency and the way to balance foreign trade. However, there are other positive and negative aspects of tourism.

The Positive and Negative Social and Environmental Impacts of Tourism has a great influence on society. Tourism serves as a source of positive services to the community, as a source of entertainment, pleasure, and peace, as well as destroys local societies, destroys their cultural heritage and is ecologically destructive.

The positive effects of tourism are as follows:

- to create a positive attitude toward society
- learning about each other's culture and behavior
- Reduction of Negative Stereotypes and Probabilities
- friendship development
- to bring respect, tolerance and understanding to each other's culture
- to create tourists' self-esteem
- Psychological comfort and enjoyment

Nonetheless, social relations among tourists and local people may result in shared gratefulness, getting, resistance, learning and regarding family ties. While inhabitants are prepared about the outside world without leaving their homes, guests get familiar

with a ton about an unmistakable culture. Local people group are used by adding to the improvement of social frameworks, for example, the tourism industry, schools, libraries, wellbeing foundations, web bistros and areas like that. It likewise safeguards nearby customs and crafted works, may be connected to elimination if the local culture is the reason for attracting tourists to the district.

Moreover, the tourism industry may shape strain, ill will, and question. That is viewed as that tourism industry, an indispensable power for harmony are exaggerated. That is the reason the financial and social effects on the nearby society rely upon what number of percents of travelers' income is setting off to that nation. In multi-bundle visits, over 80% of visitors admission expenses to nearby representatives and specialists, not to air administration, lodgings, and other related organizations.

Secondly, huge inn and restaurant networks organize typically import sustenance to fulfill remote guests, and once in a while utilize nearby staff for senior administration positions, keeping neighborhood ranchers and workers from utilizing their benefits. The tourism industry has the ability to impact social change. The compensating improvement of an asset can have different negative impacts. We can incorporate here counterfeit rebuilding, extraordinary improvement, absorption, and dissimulation.

Tourism can promote culture to tourists and there It may preserve or destroy current cultures. The main point here is to promote tourism in the region. By doing so, local culture and art can be maintained and while utilize earned significantly incomes.

Tourism generally changes toward mass tourism. It leads to increased consumption, pollution and lack of resources. The positive and negative effects of tourism on local communities result in economic and social impacts. This is related to how and to what extent tourism develops in that region. Each region has the capacity to overcome challenges and take advantage of opportunities. It creates an impression mechanism without damaging local communities. When the limit is exceeded and the mechanism is stopped, the negative effects of tourism begin.

Travel and tourism marketing is divided into due to different criteria public and private tourism marketing, demand and supply tourism marketing, tourism economy marketing, and tourism industry marketing. In addition, there are also forms such as local tourism marketing, regional tourism marketing, and destination marketing.

In tourism marketing, ways to deal with tourism marketing promoting are particularly founded on the methodology of topical territories.

Travel and the travel marketing as reflected by papers distributed in the Journal of Travel and Tourism Marketing studied by Hu (1996) in the periods 1992 – 1995 confirmed five principal points:

1. Economic psychology research including client conduct, decision displaying, and basic leadership and administration quality and fulfillment.

2. Market division and travel designs.

3. Strategic marketing comprising of movement bundling, advancement, publicizing and imaging and third, of distribution channel and key alliances.

4. Technological improvement featuring the circulation channel data innovation frameworks, the sight and sound, the plausibility of CRS execution or the job of database DBM in the travel industry.

5. Communication in Travel and Tourism with attention on correspondence channels, correspondence adequacy, and data obtaining and look.

The previously mentioned classifications of tourism marketing can be expanded from the present point of view to other research to practical fields. Anyway, different research studies and applications have been acknowledged in the field of tourism marketing over the 20 years period, six essential territories can be recognized as condensed. The referenced regions can be enhanced with two different fields. Right off the bat, with the tactical marketing concentrated on administration execution, administration quality, item advancement, conveyance channels or request models and estimating and also, the field of execution estimation, which depends mostly on the

estimation of adequacy, productivity, goal promoting the executives, and aggressiveness.

Consumer conduct can be perceived as the core issue of tourism marketing. On account of the consistent improvement in financial, social, innovative and different zones the examples of consumer (travel) behavior change, so the consumer behavior is a dynamic and mixed territory of the tourism marketing.

The improvement of the tourism industry relies upon from speculation of government and the support of the population. Consequently, it is important to stay focused on key methodologies and plan for maintainability and improvement of the tourism industry.

The economic impact of tourism is a positive force for increasing revenue and the process plays a role as a mechanism that increases direct and indirect tax revenues. Thus, the country achieves economic development and sustainability.

Economic Impact Indicators of Tourism Development:

1. The level of income
2. Shopping opportunities
3. Job opportunities
4. The level of labor (women)
5. Cost of land/houses
6. Prices (good/services)
7. Rental a house
8. Shortage of goods during the period
9. Erosion of goods
10. The quantity of hotels/hostels
11. Changing the commercial approach

The social impact of tourism development reflects the changes in the living standards of people living in tourist locations. Social impacts not only positively affect the development of tourism but also alter the social relationships between tourists and

local people. When trying to determine the cause of social influences, attention should be paid to the magnitude and direction of social influences with speed and focus.

The social and cultural impacts of tourism change personal behavior, family relationship, lifestyle, living standards, interpersonal relationship at the destination. The impact of these social influences on the local population is directly related to the tourists. Firstly, tourists buy and use goods and services from the local population. Secondly, local people and tourists come face to face and a conversation is made. Thirdly, tourists share ideas with the population and whatever they agree with each other. The third factor is an important issue for international concepts. The first two factors are general effects.

Tourists want to spend their free time, relax, walk and stay in different cultural and historical locations. Local people also give their offer customers' needs to meet their needs.

Demonstration effect is a form of the direct social impact of tourism. It is clear that tourists are affecting the behavior of the local population. How does this impact happen? The tourist arrives in the country, brings the behavior, attitudes, and actions of the cultures themselves. The local population is trying to learn these behaviors and cultures. The main issue here is that the local population acquires some features of the tourist and utilizes them in their own society. It also involves the acquisition of new activities from behavior and relationships.

However, in some cases, the expansion of tourism increases cultural commercialization, crime, and lawlessness, and increases the use of drugs. Consequently, the influence of tourism on traditional lifestyle is crucial and these factors play a key role in the development of tourism.

The impact of tourism depends directly on the factors of tourist attraction. The tourist factors are demographic characteristics, social differences, and a number of visitors. Destination factor includes travel linkage and circulation, local acceptance of tourism and local vitality and leadership.

In the social impact of the tourism destination, there are various problems with the positive and negative aspects of the local people. Because of the positive economic impact, the number of tourists is calculated below this critical level. In particular, the presence of tourists in the target area is recognized by the local population and their effects are also observed.

If the country's potential and power to meet tourists are ended up, so they can no longer accept more tourists than the current number of tourists at tourism destination, then the attitude towards every tourist will deteriorate and the development of tourism will slow down.

Therefore, while preparing the tourism development plan, the responses to the tourism activities of the country should be properly analyzed and the risk management plan should be prepared.

2.3 Tourism Marketing Practice In The World Economy

One of the fields where the marketing got the wide application is the tourism sector, which is as yet ready to be known as a traveling industry. The aim of marketing in the travel industry circle is the generation and position of items to be reasonable for a more extensive scope of the tourism industry clients. Trade procedure ought to be encouraged on the tourism industry exchange. Marketing in the travel industry circle can be imagined as the subsystem in the arrangement of marketing services. Likewise, by services, we think about every one of those exercises, as the last item does not have a physical item, yet is an item that is expended at the time of its generation, which prompts the formation of given esteem, that is undetectable and immaterial for the purchasers. (Zeithaml and Bitner, Services Marketing 2003.)

The tourism industry item is considered as a mind-boggling item, anyway, it contains merchandise and enterprises in different exercises. Nowadays, the tourism industry item is generally a mix of the settlement offer, needs and entertainment. In light of the referenced, it can be said that the point of marketing in the tourism industry

is data social event and analysis, containing the tourism offer that is worked as an incorporated the travel industry item to for all time speak with shoppers so as to educate them about the present and further offers. Every one of these exercises is a basic bit of the marketing approach, went for elucidating measures and procedures for acquiring those goals.

Marketing in the tourism industry circle has own explicitness, that gets from the way that the tourism sector offers is a service. Such a specific tourism industry product is offered in the matter of the tourism industry. Key job in acquiring the focused position of the organization and the tourism industry identifies with marketing, as a key element of any monetary action. It, through operational execution, acquires the most top ideal mix of marketing. The chose marketing methodology fluctuates through particular components' mix of the marketing mix.

The objective is to meet all the more effectively the expects of customers in that market circle in which it is coordinated. This achievement to a great extent relies upon the authoritative and monetary assets that particular the travel industry association has, which in the travel industry comprises of four components: product, price, distribution and promotion. In light of these particular components, the travel industry association in the best fruitful, additionally conceivable path adjusting to the expects of the travel industry advertising. What exactly degree is the mix chosen, in the tourism industry, 4 components mix, will be best imagined in progressive buys done by customers, specifically in its loyalty. Past that, the unmistakable essentialness is relationship: the quality, satisfaction, loyalty.

The development of the tourism industry systems is predicated on an all-out comprehension of the linkage among the clients' needs/needs/wants and the 'product' being offered as far as a service, destination point, recreation and accommodation bundle that underpins those necessities. For the 3S there will probably dependably be a mass intrigue, however, operators in this quadrant will just succeed to the extent that they can contend effectively in cost-value utility terms. It is superbly done by journey

ships, yet for land-based frameworks, there is a squeezing request to create esteem bundles that are explicitly changed over to specialty markets.

Marketing managers need to participate with administrators, operators and different representatives in the tourism industry framework to change the operators that are offered to coordinate client requests. Further the making of engaging item highlights and value ideas, the special battles can be progressed and blended in light of conveyance and value-based frameworks.

The progressive methodology was likewise held by the utilization of advertising as opposed to depending widely on the more costly over the-line publicizing efforts. In this manner media the executives turned into a critical factor since it adapted to dealing with the country reputation. Reputation in the tourism industry circle is quickly getting a rising control wherein the essential fundamental indicates that a solid reputation is built up while the innovative topic and substance are tuned in to the unmistakable costs and identities of a nation. The tourism industry promoting which thoughts are progressively dislodging in the generation of monetary esteem, rivalry for reputation is getting turned out to be basic driving force.

The tourism industry and entertaining organizations need to change over as much thoughtfulness regarding promoting too to clients on destinations as they do to attract in them. For these issues, outer and interior the tourism marketing strategy is basic with the goal that disappointed clients can successfully delay a generally powerful promoting strategy.

The accomplishment of the tourism industry promoting is own reliance on making an air where workers are happy to give great administration and pitch the travel industry to guests. To make such an environment requests the accompanying four significant elements.

Most importantly, cordiality and visitor relations, a plan of wide accentuation on neighborliness and visitor relations, including focused methodology with respect to the proprietors and supervisors just as the representatives. Besides, quality controls of a

program that centers around making both the specialized quality (the norms related with what the client gets) and the utilitarian quality (the principles related with how the client gets the administration).

All workers who stay in contact with clients ought to get cordiality preparing. Thirdly, individual selling, preparing the workforce in the selling highlights of the property (business) or network and this likewise contains remunerating them for their endeavors. By being educated about the promoting objectives and their job in getting those goals, they can advance deals. At last, worker resolve, projects and impetuses coordinated to keeping up representative assurance.

As time goes on, the trend changes in the tourism sector. Conscious tourists choose holiday destinations which have sustainable tourism. People prefer to see the culture of the country by staying with the local people. The number of countries which accept these trends increases every year. The ethical part of tourism is gaining importance in India.

Conscious tourists want to learn more in the country where spend their money. Digital approach has also changed the worldwide tourism marketing. For instance, India has a rich cultural heritage, 22 national languages and more than 1,000 dialects. The country's Tourism Minister, Shri K. J. Alphonse, explains that technological developments and digitalization in tourism enable tourists to discover new destinations and this contributes greatly to sustainable tourism.

Georgia has a powerful digital marketing campaign. Georgia utilizes many remarkable marketing tools to promote the country. For example, 80 percent of their marketing budget uses to digital media, they want bloggers to speak about Georgia. They had a very admirable marketing campaign in 2018. They combined the messages and posts published on social media with artificial intelligence and created a digital guide.

Japan will organize the World Rugby Cup and the Olympics in 2019 and 2020. But there are many other options for sports enthusiasts or other tourists. They have a

rich culture, art, historical locations and nature. Japan plans an unanticipated tourism boom. The world's biggest rugby event, which will be held in 2019, is expected to attract 1.8 million viewers and bring \$ 2 billion to the Japanese economy. In this context, coming tourists to the country will be encouraged to explore alternative destinations for the adoption and support of sustainable and ethical tourism.

All attention is on Dubai for Expo 2020. Organizing for the first time in the Middle East, North Africa and South Asia are expected to attract nearly 100 million visitors. This is a very innovative and excellent step for tourism marketing. Expo 2020 Vice President Gillian Hamburger says that they will make plenty of project for the development of tourism in the United Arab Emirates.

In 2018, 8 million people visited Egypt last year and traveled to the Pyramids, the Valley of the Kings, the Red Sea, the Nile River. The increase in the number of visitors supports the implementation of the \$ 1 billion Great Egyptian Museum plan. Egyptian Tourism Minister Rania Al-Mashat explains that the Great Egyptian Museum will be one of the world's largest museums:

"This is the main museum where you can utilize the pyramids as a setting. That is the reason I wish everybody would get an opportunity to come and see this. This gallery will be a blessing from Egypt to the world".

Countries can reach a lot of consumers in a short time using the innovative tools of the internet platform. Countries and tourism agencies that make up their own web pages can inform consumers about their county in detail and offer consumers the opportunity to compare themselves with other country and destination. In fact, businesses that offer reservations through their own websites can solve the problems of consumers who care about time savings.

Furthermore, all actors of the tourism sector have the chance to review themselves with the opinions and information they have collected from the consumers in the media within the technological environment, and this communication has the most important effect on creating the appropriate ground for the breakthroughs that tourism sector will

make. This communication process encourages the actors in the tourism sector to implement activities that are continuous and to determine marketing methods according to the outputs of this communication process.

Tourism sector significantly benefits from their distribution channels, communication and information technologies in life pace. Success in marketing can only be achieved by delivering the right products and services in the right place and with the right intermediaries.

Consequently, the distribution process is getting easier with helping communication and information technologies and mutual communication can be achieved between the touristic products and the target markets.

In Conclusion, it is possible to classify the benefits of the use of technology to the actors of the tourism sector in the following manner:

- Research the tourism sector and sectoral information on internet and preparing tourism marketing experiences
- Ease of monitoring and evaluation of statistics on the groups with the desired specific demographic characteristics
 - sharing Information, formation, and distribution speed and improvements
 - interactive communication with customers and related groups
 - Ease of updating of available information and data
 - Utilizing speed, efficiency and utility getting e-mail
 - Reduction of traditional marketing costs
 - Ease of access to national and international demographic markets
 - Keeping ahead of speed and efficiency in the new marketing campaigns
 - Saving time considerably and Shortening of all kinds of the communication process
- Measurability of the obtained results
- The ease of obtaining feedback from the audience,
- Development and promotion of the country image

- To make professional catalog, brochure, and other promotional products
 - Ease of access to international communication through global tools
 - The elimination of continent, region and geographical barriers without any problems
- To be informed very easily from regional competitors (countries) who follow new technologies in global competition

The tourism sector, in which all these factors are considered, is obliged to use the technology within new activities. Moreover, the marketing process of the sector is now progressing in line with the steps taken in the electronic environment with further acceleration.

This provides a great deal of cost savings to countries in the process of moving marketing activities into digital tools, which is a matter of priority for countries to enhance in the tourism sector and has the chance of being affected by these fluctuations in a period in which global economies fluctuate. With this way, the innovations made in the tourism sector of the countries will make important changes to the tourism economy in the close future.

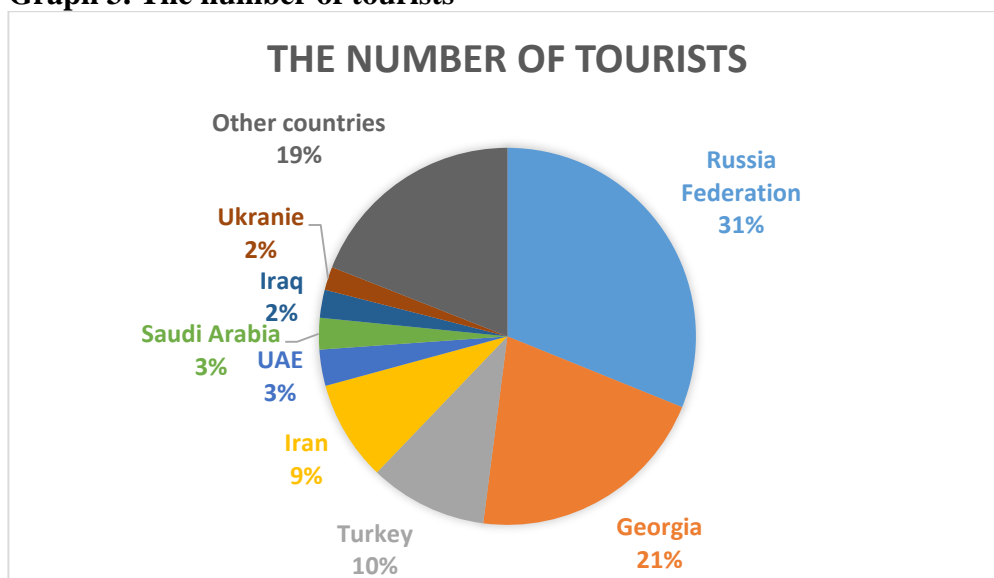
CHAPTER III: THE FEATURE OF TOURISM MARKETING IN AZERBAIJAN

3.1 Socio-economic aspects of tourism development in Azerbaijan: Trends and Prospects

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, international tourist prefers to travel location which 75 % of popular tourist areas are located in Baku. The other part is the share of regional tourism in the future.

In 2018, Azerbaijan tourism has maintained its own development line and achieved more than 6% growth in this area. 2 million 850 thousand tourists visited Azerbaijan 2018. According to statistical data, one out of every five respondents in Azerbaijan was citizens of the Gulf. In 2018, Azerbaijan has received 2 million 850 thousand tourists from 196 countries.

Graph 3. The number of tourists



Source. The State Statistical Committee of the Republic of Azerbaijan.

31.1% of tourists are Russian Federation, 20.9% - Georgia, 10.1% - Turkey, 8.6% - Iran, 3.1% - United Arab Emirates, 2.7% Saudi Arabia, 2.4% Iraq, 2% Ukraine, 19% are citizens of other countries, and 0.1% are stateless.

65.7% of the arrivals were men and 34.3% women. 7.1% of foreigners and stateless persons are registered in January, 6.4% in February, 10.5% in March, 8.3% in April, 7.9% in May, 10.2% 12.5% in July, 12.2% in August, 8.8% in September, 8% in October, and 8.1% in November.

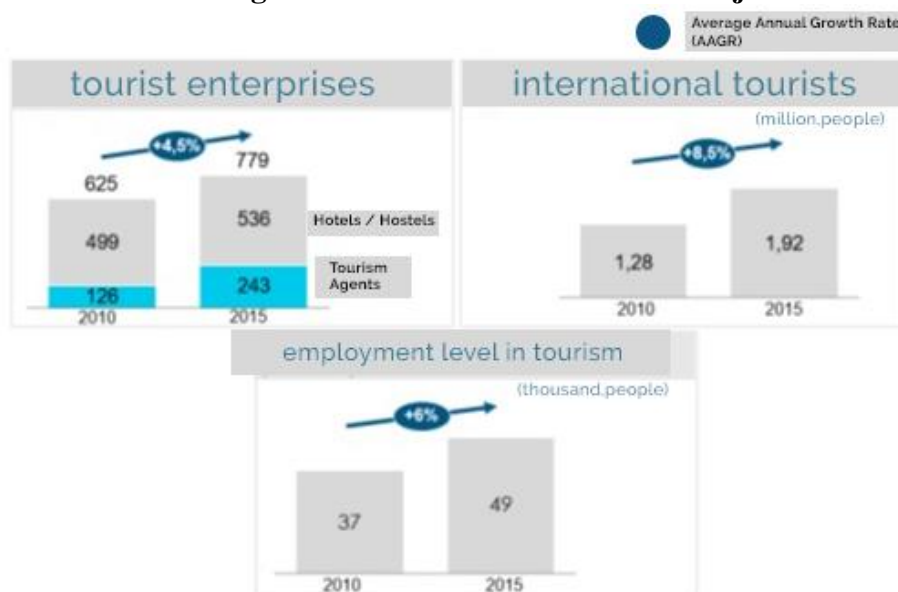
In January-November of 2018 there was a significant increase in the number of visitors from the Gulf countries (with the exception of the United Arab Emirates and Iran) and India and also from Pakistan. The number of arrivals from Iran was 33.4%, while the number of arrivals from the United Arab Emirates decreased by 6.5%. In total, 518.100 people from the Gulf countries came and almost one out of every five people were citizens of these countries.

The number of arrivals from EU member states increased by 7.1% in January-November this year to 106.5 thousand, while the number of arrivals from the CIS countries increased by 4.3% to 971.3 thousand people.

57.1% of foreigners and stateless persons who came to Azerbaijan used railway and automobile, 41.9% of the air and 1% of water transport.

The result of recent analyzes shows that the tourism sector of Azerbaijan, as a whole, is experiencing the rise. In 2010-2015, there was an increase in the number of tourist enterprises in Azerbaijan by 4.5% per year, in the tourism sector by 6% per year, and in the number of foreign tourists visiting Azerbaijan by 8.5% . According to the World Travel and Tourism Council, the tourism sector in Azerbaijan accounts for 2.8% of GDP and 2.6% of employment, which is slightly different from the average 3% of GDP and 3.6% of direct employment in the world. This is about the potential for further development (Image 7).

Image 7. The tourism Sector of Azerbaijan



Source. The State Statistical Committee of the Republic of Azerbaijan.

Taking into account the above-mentioned issues, the creation of an appropriate infrastructure for successful tourism projects, awareness-raising activities on raising the incomes of local people in the regions, the development of diverse tourism routes and the expansion of international cooperation are of great importance.

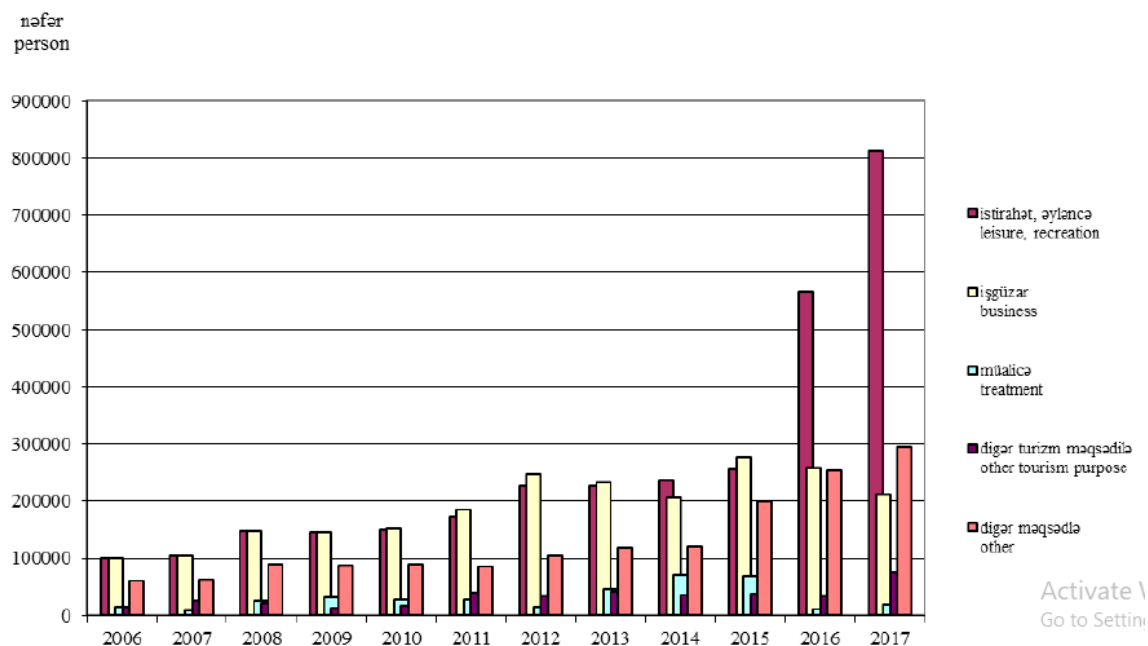
Table 1. Main indicators of tourism industries

	2011	2012	2013	2014	2015	2016	2017
Number of employees in tourism industries, person	37,600	38,839	40,892	41,886	49,449	43,477	46,837
Gross value added in tourism industries, million manats	-	-	2,080.20	2,404.20	2,437.30	2746.1	3 151,0
Share of tourism industries in GDP, as percent	-	-	3.6	4.1	4.5	4.5	4.5
The volume of investments in tourism industries, million manats	1,407.80	1,478.20	1,371.00	2,204	1,063.90	363	267.3

Source. The State Statistical Committee of the Republic of Azerbaijan.

Table 1 shows that Tourism industry plays an important role in economy. Gross value added in tourism industries is getting increase quickly from 2016 years. Share of tourism industries in GDP is 4.5% in 2017 years.

Graph 4. Number of accommodated tourists by purpose of trip.



Source. The State Statistical Committee of the Republic of Azerbaijan.

The tourism products and services that have the potential to make high profits in a 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 the 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.

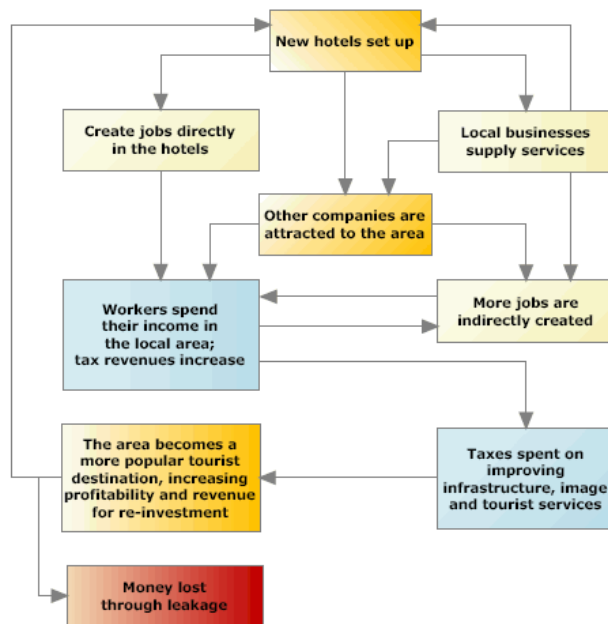
There are also direct and indirect effects of tourism on the country or region's economy. The direct impact of tourism on the economy, as a result of tourists' expenditure on goods and services, increases the country and region's revenues, and ensures the growth of the state budget through other tax and tourism industries.

Tourism revenues are the result of tourists' expenses. There include recreational services, accommodation, food, transportation, recreational, cultural and sports

activities, and health care services. In the area where tourists spend money, the funds are generated not only for the region, but also for the country as a whole.

Influence of tourism on the economy can be attributed to the effect of duplication of tourists' expenses on goods and services at certain times and places, which is called multiplier effect or multiplier. In other words, the tourist spent on the region serves the economy of the region, the salaries of workers and goods are paid at the expense of income from the goods and services, and spent on the purchase of other products. The multiplicative effect of the tourism sector on the country's economy, along with the macroeconomic indicators such as employment, living standards, and achievement of positive dynamics of the balance of payments, positively affects the development of services, agriculture, transport and communications, which are directly related to this sector.

Image 6. Multiplier effect of tourism



Source:Barcelona Field Studies Centre

Tourism does not only affect the activities of this sphere. Tourism also has a significant impact and positive changes in the development of other sectors. The multiplier effect indicates how tourist spending in the country's economy is moving. For example, the money spent on hotels creates new jobs directly, and also creates new

ones in other sectors of the economy. Hotels should buy foods from local producers to meet the hotel's food needs who may spend it on fertilizer or clothes. Increasing demand for local produce leads tourists to buy souvenirs and other local items. This means the development of secondary employment.

As a result, the multiplier effect continues from the construction of new hotels to the money eventually "leaks" from the economy.

Generally, Azerbaijan has many potential tourism types, and the continuous support of the state, as well as the private sector, is crucial to realizing that potential.

- Cultural Tourism
- Health tourism
- Mountain and winter tourism
- Sport tourism
- Business tourism
- Beach tourism
- Ecological tourism
- Hunting tourism

Cultural tourism includes the cultural heritage of the regions, the lifestyle of the population, history, art, architecture, religion, etc. Cultural tourism is a type of tourism that includes visits to festivals and events covering historical places, cultural locations, monuments, museums, theaters, old and new architectural sights, 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 compared to ordinary tourists spend most of their money on services. 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.

There are both traditional and modern treatment options in Azerbaijan. There are thousands of hot and mineral springs in the country which Istisu, Turshsu, Badamli, Galaalti, Shikhbunu 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 rare salt mountain.

Mountain and winter tourism are one of the mighty perspective field in Azerbaijan. Thus, there are opportunities to develop 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" Mountain Resort and "Tufandag" Winter-Summer Tourism Recreation Complex have become popular resorts.

It should be noted that sport is one of the fastest growing sector 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.

Business tourism is one of the most popular types of tourism in our country. At present, the opportunities for 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.

Starting from the Absheron peninsula of the Republic of Azerbaijan, the north (Khizi, Siyazan, Shabran, Khachmaz districts) and the southern zone (Lankaran, Astara regions) have the potential of beach tourism.

We have to improve the tourism sector in the future doing better service infrastructure (water basins, pools, etc.) and It should be adapted to relevant standards and additional services should be increased (entertainment centers, attractions).

At the same time, the most serious shortfall in this type of tourism in our country is the short season of tourism.

Azerbaijan has a great ecotourism potential with its rich flora and fauna. The territory of Azerbaijan, where 9 out of 11 climates (from semi-desert and dry desert to mountain tundra climate) is the homeland of over 4100 varieties of plant varieties.

The diversity of plants in Azerbaijan is deeply rooted in the history of nature. This is also due to the concentration of several floristic regions and the different natural conditions. At the same time, 10 percent of the territory of Azerbaijan is covered with mountain forests, mostly oak, hornbeam, peanut, birch and birch trees. Using these opportunities, touristic tours and excursions can be organized to open nature (mountains, rivers, forests).

The hunters with the relevant licenses in Azerbaijan are given the opportunity to hunt animals and wild birds. We can introduce permanent habitats of Aghjabadi, Astara, Jalilabad (excluding Red rural hunting farm), Beylagan, Imishli (except Sarisu and Bozgbu hunting farms), Lankaran (excluding hunting farm), Masalli, Bilasuvar (Mahmudchala and Except Zavvar hunting farms), other reservoirs of the Jeyranbatan lake and Absheron peninsula, as well as Mingachevir reservoir. Chamois and other

forest animals can hunt on hunting farms in Guba, Ismayilli and Sheki region on special grounds.

Key tourism market opportunities for Azerbaijan

Azerbaijan almost accepts tourists from every country in the world. The tourism priorities of the country are formed from five major sources, using the available opportunities:

- Azerbaijan (domestic tourists' demand);
- Neighboring countries, including Turkey, Iran, Georgia, and Russia;
- countries of the Persian Gulf, including Saudi Arabia, Bahrain, Kuwait, Iraq, Oman, Qatar, and the United Arab Emirates;
- Member States of the Commonwealth of Independent States (CIS), including Kazakhstan, Ukraine, and Uzbekistan;
- Mass tourism countries, including Canada, China, the European Union, India, Japan, South Korea, and the United States.

3.2 Application Of The World Tourism Marketing Experience To Azerbaijan

Countries bring a specific identity, rich culture, particular customs and traditions, monumental infrastructure and sculptures telling the history of the times, different climates, value systems and varieties of cuisine.

Plenty of tourism agencies and companies in the world are making creative ways that are both more efficient and more effective than what we're currently doing in Azerbaijan tourism.

These days, most clients aren't brand-committed in these conditions. For instance, 78% of travelers haven't chosen what carrier they will go with, and 82% haven't picked the accommodation supplier they will book with when they first begin pondering an excursion.

I have several confirmed marketing methods which can apply to the Azerbaijan market. These global methods may adapt with local Azerbaijan market for marketing

in hospitality and tourism businesses to the next level. We can apply these methods of world tourism marketing experience to Azerbaijan:

- Creating an effective Tourism Marketing Plan for Azerbaijan
- Making a local slogan for Azerbaijan
- Influencer marketing plan
- Creating travel guide About Azerbaijan
- Creating a tourist Platform on Facebook
- Making attractive destination videos
- Gathering user-generated content and utilizing them
- Promoting separately travel type of tourism
- Benefit from mobile internet opportunities
- Highlighting what is divergent and better in Azerbaijan
- Cooperation with local and global Tourism Marketing Companies

Every marketing plan begins with a little idea. In the beginning, a creative marketing idea is that comes first we complete it in a wider plan and then, we can apply the foreign experience to our tourism.

Because it's the principle step for the rest of our marketing activities. Without an effective marketing plan, we're driving blind. Tourism Marketing Strategy must be created and be developed relevant to the local market.

Creating a tourism marketing plan may be the most important factor we can do for our travel marketing. Without a marketing plan, we can't achieve our goals, we can't keep track of where we are, what we're doing, why we're doing it and if it's even being effective.

The most effective marketing attempts are those with a detailed plan in the way which we can use to guide our marketing actions. Creating a tourism marketing plan allows us to organize our step-by-step activity for success, so creating a marketing

strategy process that we also systematically update as our country opportunity and occasion change.

Making a local slogan is an important step branding of the country. All countries and tourists should identify the country with the slogan. For example, The Land of Fire.

If we want to attract many tourists to the country, then we create some extremely and powerful slogan for Azerbaijan. In every marketing channel, TV, social media, PR articles the slogan and its essence should be posted and advertised.

Using the Influencer marketing method, it is possible to promote tourism potential and opportunities of Azerbaijan to other countries. Using new technologies and marketing innovations, new benefits will also be gained in the tourism industry.

Influencer is the person who influences or changes people's behavior. In today's new media world, influencer is an expert who has a certain power and popularity in social media channels and influences the audience. It is becoming more and more popular today.

Influencers are people who have established a following around their personal online brand. For instance, bloggers, YouTube vloggers, Instagrammers and important people loved by the society.

Many influencers have broad followings and a highly engaged audience. They really create significant content for a specific audience for a long time. Their audience is always happy and even excited to see more information, content and videos from their loved followings.

The important issue for Azerbaijan is to find important influencer people on the globe and to introduce them to the vast territories and services of Azerbaijan's tourism potential. That is, the importance of influencer marketing here is the promotion of Azerbaijan's tourism services by the large audience. For example, introducing the Shah-Mountain Tourism Complex by influencer people, sharing information about Naftalan's healing oil, etc. They can help us to create amazing content and experience something new and we will get to expose the travel sector to a new audience.

Iceland's tourism marketing activity has brought significant benefits to the country in 2010. "Creating and promoting tourism website of Iceland", as part of the marketing plan, It has led to essential positive feedback by tourists. From the tourism point of view, Iceland website covers all tourist attractions such as sights, mountain tourism, tours, cuisines, rich features on the Northern Lights, ice climbing or birch syrup. When customers or user enter the website they can also explore the a-ö of journeys, tastes and living in Iceland components.

Inspired by Iceland marketing campaign has come up with many great ideas. The greatest campaign was perhaps the first, with 'Iceland Hour' looking Iceland's stores, universities and service companies close down for an address from the President, who called for stories of positivity to be applied through the Inspired by Iceland website. According to the search engine results, It led to a reported 22 million testimonials after 10 weeks and converted the narrative from the national crisis to positive feedback.

The application of this successful marketing campaign may help to promote Azerbaijan in the global area. For example, creating a website for tourists will help them to get much information about the country and its cultural heritage, the places for adventure, people and language.

Table 2. Plan your trip to Azerbaijan

Select category	Select type	City
Info	Booking Services, Embassies, Tour operators, Geography, Weather, Shopping Centers,	Should be all Azerbaijan cities
Transport	Bus Tours, Public transportation, Car rentals, Taxi	
Accommodation	Apartments, cottages, guesthouses, hotels, hostels, camping	
Recreation	Bicycle rentals, bicycle tours, horse activities, Hunting, City walk, Entertainment Centres, Seminar & Workshops	
Culture	Craft & Design, Exhibition, museums, visitor centres, libraries, cultural centres	
Dining	Cafes, pubs & Clubs, restaurants, fast food restaurants	
Attraction	For the children, national parks, nature, history & culture, the highlands	

Source: Iceland Marketing Campaign

The potential tourist enters the website, for example, www.triptoazerbaijan.com, select the category, then opens a type of information relevant to initial section and in the end, customer (tourist) can search into cities of Azerbaijan. In every opened window tourist will be taken a piece of comprehensive information about the country.

Tourism marketing campaigns work with an effective method when it drives successfully. As Iceland marketing campaign, Azerbaijan can also organize a powerful campaign.

In the competitive tourism market, every country needs to differ to attract visitors. We need to look at the UK tourism marketing campaign to find out how effective a country's tourism investment is. Great Britain and Great Marketing Campaign.

The UK's marketing campaign was to show the whole world that Great Britain was Great. In fact, this campaign, which is part of the tourism marketing plan, has several reasons for success:

- The campaign was held in cooperation with a number of state agencies
- Great investment
- A sustainable and strategic plan was implemented

Tourism marketing campaign focuses on two directions. First, their marketing activities have increased the desire of foreign tourists to travel. Secondly, tactical steps led to come of tourists to the country whom attract marketing campaign and wish to utilize services of the country.

Since 2011, the UK has invested £100 million to "Visit UK" marketing programme. The country worked with working with Government and a vast range of partners, including Department for International Trade, Foreign & Commonwealth Office (FCO), the British Council and the Department for Digital, Culture, Media & Sport (DCMS).

Marketing campaign began in 2011 for 4 years and focused on culture, heritage, sport, music, countryside, food and shopping, as well as tying in with the Bond movie, Skyfall. A pre- and post-2012 Olympics push was also key to the ongoing campaign.

What is the aim of this marketing campaign? Great Britain Campaign's aim was to attract tourists to the UK's sights, to get acquainted with nature, to introduce its historical and cultural heritage, to show its delicacies, to explore sports, music and entertainment venues. Three main goals consist of:

- Creating an attractive platform for people who didn't travel to the UK yet
- Attracting again tourists who arrive in the country before
- Working with the private sector to provide tourists with great opportunities and opportunities

The UK Great Marketing Campaign is completed with creative and stunning results. As a result of the campaign, the country has generated:

- Tourists will spend £ 800 million
- £12.7 million in partner funding for their inbound activity.
- Continuing to fly the banner for GB

Topline results as follows:

- At least £2.5bn in additional visitor spend.
- £8.9bn in advertising equivalent value.
- £52.5m in partner funding.

While the tourism marketing campaign has been successful, the UK still continues to show that the country is a great place to visit, work, study, walk and have fun.

As the continuation of the campaign, the UK has launched "I travel for ..." marketing campaign since 2018 and to "shine the spotlight on unexpected experiences and less-explored destinations in Britain, alongside its globally renowned and iconic landmarks and attractions."

Through this marketing campaign, Azerbaijan should involve the big and long-term strategic plan to the local market. Because each organized tourism marketing campaign has to be viewed in all marketing channels. Tourist should review the supplier (there – country) in all channels. Azerbaijan global travel campaign must be applied

on products, on sport event, food exhibition, a music festival. A good example can be Formula One Grand Prix.

The Swedish Number (a successful marketing campaign of Sweden from 2016)

"Swedish Number" is an international Sweden number generated by the Swedish government. When one of the tourists calls to that number, a random person responds to the phone. How does the platform work?

Volunteers are registered on the platform in advance of the agreement. The requirement for those people is that when tourists call, they should have been the ability to answer questions about the country. For example, about historical places in the country, about culinary, sights, restaurants and entertainment centers.

The call of tourist is responded by any random person which was previously registered on the platform. The chances that tourist is connected to speak twice with the same Swede is too small. Therefore, every time a call is made, the campaign representative who answers the phone will give her/him interesting information and knowledge.

The budget of this campaign was \$ 147 million. The fantastic marketing campaign in the world which is the first and successful step for the tourism sector.

We can't imagine it that, for example, tourist visit Azerbaijan, call the local number (specific number) and ask about the country, its culture, geography, sightseeing, museums and etc. A random Azerbaijani speaks about your question.

Table 3. Statistics of Marketing Campaign.

Total Call Duration	367 days, 00 hours, 09 minutes, 21 seconds
Total income calls	197 678 (since april 6, 2016)
Latest Incoming Calls	Australia, USA, China
Top 7 calling countries	USA (32%), UK (7%), Netherlands (3%), Germany (3%), Turkey (3%), Australia (3%)
Average Call Duration	2 minutes, 41 seconds
Number of calling Countries	190

Source: The Swedish Number Project

America's playful website

This process carried out by the US was not actually a marketing campaign. However, from the beginning, the trip to America has made itself felt like a marketing campaign when the website was created.

A flight booking service to America offers people some interesting suggestions until they complete their application.

Flights, hotels, restaurants, tours are all on a site. A website providing all the needs of tourists who want to travel to the country and the website delivers the country's tourism opportunities to its customers (tourists) on one channel. The main reason we call this website as a successful marketing campaign is to support the country's tourism from the very beginning.

In the section "New Digital Model of Tourism Marketing in Azerbaijan", which will be discussed in Chapter III, we will see some features of this international model.

Guerilla Marketing (SNCF opens the door to European destinations)

There is a common consensus between travel companies and tourists - "getting away". In other words, tourism is a way for tourists to get away from where they want to travel. So, how can it be possible for them to move away from the city or from the country with a marketing campaign on the city's central street?

French rail network SNCF's fun and entertaining tourism marketing campaign have made a very positive impression on this activity.

The essence of the marketing campaign was that the door placed on the central street of the city and a large monitor inside the door. "Open the door" was marked on the banner of the door . Tourist can look at the name of different cities on the door. Everyone who opened the door faced a very interesting sight. There was a live broadcast from the city which marked on the door. For example, the person sees people greeting him on any street in Barcelona after opening the door.

In order to attract this marketing campaign to Azerbaijan, it must first be selected as one of the European cities' centers. By highlighting the name of Azerbaijan as the advertising product, it may be possible to give a great deal of information about

Azerbaijan to tourist and show them the city's attractions. For example, the person who opened the door can watch the live broadcast of cooking national dishes in Azerbaijani cuisine, observe explosions of mud volcanoes through GoPro, view the historical sites of Icheri Sheher and so on.

In 2009, Tourism Queensland offered 'The Best Job in the World' – the opportunity to move toward becoming guardian of Hamilton Island in Queensland.

There were 34,000 candidates and the entire thing got loads of press inclusion and social media engagement. The Best Job in the World as one of the most successful tourism campaigns broke new ground in tourism marketing. Started at the beginning of 2009, the marketing campaign offered one lucky candidate a six-month job – Caretaker for the Islands of the Great Barrier Reef. The Best Job in the World campaign implicated remarkable levels of international consideration.

Table 4. The report of Marketing Campaign.

Countries	Over 200 countries
Applications	35 000
Global PR Value	\$430 million
Posted	60 blogs of 75 000 words
Interviews	450 media interviews
Quantity of visitors	100 Queensland destinations
Generated	2000 photos, 47 video diaries, 1000+ tweets

Source: Independent News Portal

The campaign expanded global familiarity with the Great Barrier Reef islands, joining social and convention media to catch the open's creative energy and drew in them in discussions about guests encounters to Queensland's Great Barrier Reef.

- Approximately 8.6 million website visits and 55 million page views.
- Huge spike in Queensland's social media following on Twitter and Facebooks
- Ranked 8th on the list of the world's top 50 PR stunts of all time.
- The campaign won a swag of awards including seven awards at the Cannes Lions International Advertising Festivals.
- Global news coverage (CNN, BBC, Sky News, Time Magazine)
- More than 200 000 website hits in the first 24 hours

3.3 A new digital model of tourism marketing in Azerbaijan

In the modern world, tourism marketing emerges as a key issue in local and regional development in Azerbaijan as well as in other countries around the world. The competition between touristic destinations is very intense in a global level. This is because new marketing techniques emerge in new marketing campaigns. There is a continuous development of new technologies and tools because of the existing negative economic situation worldwide.

Countries are increasingly importing the concept and techniques of product branding for use within place marketing, in pursuit of wider urban management goals, especially within the new conditions created by other countries integration. The city branding research domain has been the subject of constant debate between several contrasting academic disciplines which have studied the phenomena of city branding with different methods, conceptual tools, and empirical explanations. In this vein, regional tourism marketing strategies aim to develop destinations that can compete globally by capitalizing on regional identities, authenticity and local distinctiveness. A place marketing framework assists in understanding connections between the satisfaction of users of tourism products and the development of these products.

As with every industry, the tourism sector is constantly changing and developing. Applied with innovation and modern techniques in tourism industry every detail is focused on comfort, simpler management, and satisfaction. In the modern era, marketing is based on a series of events and projects implemented by the countries for the development of tourism.

Taking steps to develop local tourism promotes a new mass tourist flow to the country and, ultimately, the country's GDP. It is impossible to distinguish worldwide without innovation in the branding of any country or in general in the activity of private or public companies.

Every organization that focuses on the development of the tourism sector should not simply create projects using offline marketing channels.

The role of tourism marketing in the country and the adaptation of world experience to the country is important. It is a fact that foreign experience can be brought to the country, but it is necessary to accurately analyze the country's local psychology and react against innovations in advance. Because cultural tourism is one of the oldest forms of travel and still continues to be a mainstay of the tourism industry in most parts of the world. According to the OECD (2009), cultural tourism accounted for around 40% of all international tourism or 360 million arrivals in 2007. (Greg Richard and Wil Munster -Development and Perspectives in Cultural Tourism Research)

In the next 10 years, technology development will advance more swiftly than 50 years. Every day, powerful brands are created for new technological advances and science development. Those who use this technological adventure will surely succeed.

It is possible to make positive innovations in Azerbaijan's tourism marketing using technological opportunities. The new world is constantly subject to change in digital technology.

The current tourism potential of Azerbaijan is enough to make a difference in the region. But what is the global market? What digital technological channels are used for tourists from any country in the world?

Tourists want to get detailed information until they visit Azerbaijan, even until they recognize it. Today, what forms of "country recognition" do we have?

- Earlier, any friend could visit Azerbaijan
- Event Marketing (Like Formula One, Olympics)
- On Youtube videos, by any bloggers
- sharing information about Azerbaijan on social media channels like Facebook and Instagram
- TV and media can provide information about Azerbaijan.

But what does the new digital model offer?

This model enables Azerbaijan to use the technological opportunities to provide information about Azerbaijan even when it comes back to its destination from the moment the tourist arrives in Azerbaijan.

Let's take a few examples to understand the importance of the new digital model in tourism marketing. For example, booking.com website, You can choose the hotel before you arrive in the country. It is possible to book a hotel in advance with this program. It is possible to use the functionality of the site via the mobile application or from the website via the desktop. More than 2328000 hotel chains and hostels are available on the same website. This list also includes hotel and hostel networks in Azerbaijan. Start-up, starting with the smallest idea of a German youngster in Amsterdam in 1996, today has 17,000 employees in 198 offices in more than 70 countries around the world.

The idea is simple, but the application and helping people are quite great. We can give hundreds of example of the Digital Model like booking.com idea, Trip advisor, Trivago, Airbnb, Hostelworld, and others.

What innovations can be made in tourism marketing in Azerbaijan? May the new digital model work in Azerbaijan?

The application of each innovation is based on experience. First, the idea turns into a prototype and then concludes the product (brand).

Adaptation of the new digital model to Azerbaijan's tourism marketing will be possible with the creation of the mobile application. The innovative platform will provide tourists who prepare to travel or currently being in Azerbaijan with more comprehensive information about Azerbaijan. To fully utilize the technology provided by us, the new digital model should be widely promoted by Azerbaijan on that platform.

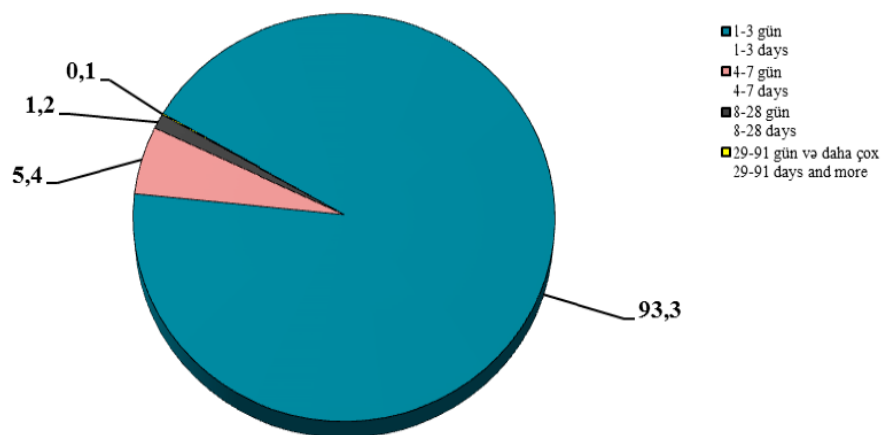
The tourism industry is constantly evolving as new digital technology emerges. In this article, I explored some of the digital trends that are going to be most significant in the industry throughout future years: from mobile application, which is changing the

travel process, to artificial intelligence, which is fundamentally changing customer service.

The tourism industry continually adapts to new technologies and it is difficult to advance in the sector without a digital connection. According to Pepijn Rijvers, Chief Marketing Officer at Booking.com 'with technological advancements, an ever more connected world and a continuously growing consumer appetite for the best travel experiences, we're poised for ground-breaking developments, taking travel to unexplored heights'.

Our prepared new digital model is based on tourists desire, their aim to come Azerbaijan and their activities. If we look through at 2017 years due to statistics, then we can accurately find that the majority of tourists travel to Azerbaijan for leisure and creation. Because of these factors, Digital Tourism Marketing Model is focused to utilize effectively from services of application.

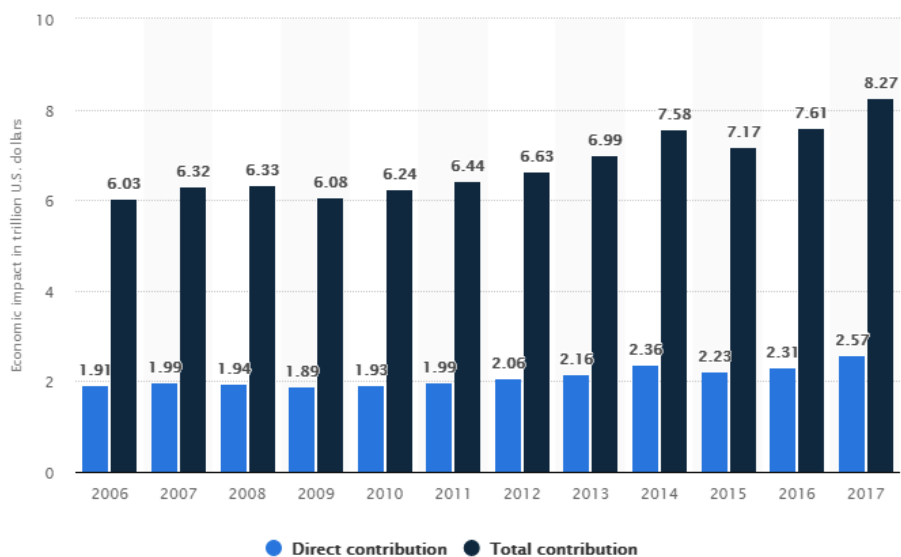
Graph 5. Breakdown of accommodated tourists by duration of stay in 2017, per cent



Source. The State Statistical Committee of the Republic of Azerbaijan.

It is not essential factor how many days any tourist stay in Azerbaijan, It needs to know what activity our international tourists do in these days. Graph 5 informs that 93.3% of tourists stay just 1-3 days in country. That's why our aim is to achieve selling (giving) our services to them. Mobile application is the most important communication tool that even we can send comprehensive information about country, hotels, international and local tours, historical places and other tourism activity.

Image 9. Direct and total contribution of travel and tourism to the global Economy 2006-2017



Source: Statista,2017

Image 9 shows the direct and total economic impact of travel and tourism on the global economy from 2006 to 2017. The direct economic contribution of travel and tourism amounted to approximately 2.57 trillion U.S. dollars in 2017.

As like most industries, it is fundamental for the tourism industry to adapt to the digital age in order to be competitive and remain successful. More than 148.3 million people use the Internet to make reservations for their accommodations, tours, and activities. That's more than 57% of all travel reservations each year. If we live in the digital world, then we should utilize all opportunities of digitization for development of tourism grow upon Azerbaijan's GDP.

The purpose of the innovative digital model for the development of tourism marketing is to ensure the flow of money to Azerbaijan by being represented in the foreign market and promoting the Azerbaijani brand in the global long-term strategy.

What kind of activities tourists want when they travel to the country?

From the time tourists come to the country, first of all, they want to become closely acquainted places to spend the full day (entertainment centers, malls, pub and club, game centers, shopping), hotel to stay at nights, restaurants or fast food networks,

local travel tours for getting to know the country, a comfortable taxi service for arriving to location in time, to get a cheaper ticket going to another country or return to their homeland. Eventually, they get the opportunity to rate their trip through the "Tour Tour" system.

The innovative mobile application created through the New Digital Model includes the following submenu services:

- e-ticket
- hostel & hotels
- restaurants & pubs
- tours & travel
- e-guide
- taxi
- rent a car

The New Digital Model plays a crucial role in the development of tourism marketing, directly targeted to tourists for utilizing local products and services throughout staying in the country.

The digital model will also make a positive change in the budget, especially in Azerbaijan's GDP, will provide tourists about our local products, spectacular history, and tours to ancient places, informing realities of the truth of Azerbaijan in every tourist mind.

With the help of this digital tourism marketing model Tourists who are key individuals in the development of marketing will be provided with extensive information about Azerbaijan and will be able to get acquainted with easy travel opportunities at any time after leaving the country. This will be possible through the "Travel history" point.

Prior to traveling to Azerbaijan, the tourist who downloads the mobile application can utilize the travel service which it considers appropriate. The role of tourism marketing here is to familiarize potential tourists with places of interest, places of

historical areas and hospitable local people. In addition, It is also their choice to choose an economic or deluxe hotel through the mobile application.

Continues with a sequence:

1. E-ticket. A tourist who wants to travel to Azerbaijan order tickets through the mobile application. This ticket purchase is based on the filter selected by the tourist on the mobile platform. For example, cheaper, 2 passengers, an outbound and an inbound flight, free baggage, etc.

2. Hostel & hotels. They can choose the hotel or hostel for their needs. In this section, the tourist can look at the list of all the hotels in Azerbaijan and can choose any type of hotel. For example, four-star hotels, near the city center, rated hotels for customers reviews.

3. Restaurants & Pubs. When international tourist travels to Azerbaijan, they have an option to get through which restaurants are relevant for lunch or dinner for their pleasure. In the "Restaurants & Pubs" section, they will find extensive information customer reviews, restaurant lists, photos, menus, and discount campaigns.

4. Tours & Travel. Customers will be accessible to historical places or sights in the current period through a mobile application which tours are organized. For example, on March 17, Tour at Shirvanshahs Palace at 14: 00-19: 00. Tourist can sign up online and pay directly.

5. E-guide. Tourist may utilize the help of professional guides, depending on his/her desire to travel to the city. In the "E-guide" section, he will get acquainted with the guide and may choose the date. For example, Elmir is 25 years old and works as a guide for 3 years. He has worked with 144 tourists together as far as today. Contact number, email and so on.

6. Taxi. Tourist will use the taxi service throughout staying in Azerbaijan. The list of taxi services and departure information will be found in the mobile application's "Taxi" section. Drivers who will be included in this platform should be selected as individuals with foreign language profiles.

7. Rent a car. Naturally, tourists who do not use a taxi cannot be forgotten. They will be able to get acquainted with the list of cars and daily prices which cars they want and will be able to pay online for the day they choose.

The new digital model of Tourism marketing is the first in Azerbaijan as well as in the world of innovation. Connecting tourists with a single platform will make it easier for them to utilize the services in our country, as well as make them more confident and traveling in exciting places on the next trips with more practical management capabilities.

The main purpose of creating a new digital model of Tourism Marketing is the development of tourism in Azerbaijan, the development of the IT sector, supporting non-oil sector, the creation of an easy travel model for the convenience of international tourists, promotion and presentation of tourism in Azerbaijan as well as providing the flow of money to the budget. One of the best advantages of the New Digital Model is the creation of a touristic database using our services immediately after getting into the airport, the statistics of the most used services and products, the age database of tourists, statistics and reporting.

This model will attract tourists to local travel tours, will inform them about historical places of Azerbaijan, and create positive impressions about Azerbaijan after returning to their homelands.

Each type of service will be charged online when tourists use services and It will be calculated from the e-wallet. This will eliminate the needs of tourists to spend more time and pay by cash, and they will be able to benefit from the services of a comfortable e-payment.

The application of the new Digital Model to Azerbaijani tourism market will provide the country's economy with its economic benefits and positive feedback.

After attracting tourists in the domestic market, the new Digital Model can help to increase the country's GNP owing to immigrants who travel to foreign markets and use

our mobile application services, as well as can demonstrate Azerbaijan's economic potential by moving the local brand to the globe.

The support of the digital model for tourism marketing is the achievement of a new mass tourist flow with innovation in the tourism sector, as well as the opportunity to use their real data in the future.

The modern world is data era. Using real data will be the most valuable treasure in the future. Innovations in tourism marketing will not only enhance the economic development of the country but also promote globalization and branding by launching new and local products in the future.

CONCLUSION AND RECOMMENDATIONS

Implementation of branding and marketing activities in the tourism sector, development of air and road communications, improvement of infrastructure, promotion of tourist centers can develop tourism activities. During this period, the main goal is to ensure balanced development of tourism priorities. The balanced development approach will also lead to the realization of Baku's potential, as well as investments in the tourism sector in the regions.

Investments will contribute to the expansion of international tourism in Azerbaijan and increase the share of tourism revenues in the gross domestic product. In order to achieve this goal, it is necessary to carry out branding and marketing activities in selected regions. Active marketing campaigns will help attract local and foreign tourists and accelerate their visits to Azerbaijan.

The projects implemented to determine the general demand characteristics and tourist segments make it necessary to carry out researches in the country groups with potential tourists and other tourists visiting Azerbaijan. By analyzing the increasing interest of tourists, Baku's position will be further improved to make it one of the best tourist destinations for new market participants and tourists to achieve the goals.

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 will create conditions for the Azerbaijani economy to be

recognized outside of the country, along with an additional source of income for the economy of Azerbaijan, and will increase the influence of Azerbaijani tourism.

In order to achieve the perfect tourism experience in Azerbaijan, it is necessary to build improved tourism infrastructure in the regions and in Baku in line with long-term initiatives. Providing diversification of existing low-budget accommodation tools and thereby creating conditions for creating new tourism facilities parallel to the increased demand for existing 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, the Middle East and Eastern Europe.

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 travel opportunities will be created for them.

In order to be one of the 20 most popular tourism spots in the world tourism industry, Azerbaijan needs to implement high-quality and well-regulated marketing activities in cities and countries, as well as on popular online platforms.

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 should be used to make Azerbaijan a regional junction for travelers.

Taking into account the flow of additional tourists coming to the country, the infrastructure of Azerbaijan should be strengthened to meet the demand from different tourist segments.

In addition to traditional tourism concepts and natural heritage 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.

It is possible to attract more and more foreign tourists to Baku in the long term through the creation of an efficient management system for full use of Baku's tourism potential, enhancing marketing and branding efforts, raising awareness about tourist destinations and improving tourism infrastructure.

For the creation of a favorable environment for the country, long-term development can be achieved through the introduction of supportive mechanisms such as simplification of access to the country, the establishment of coordinating activities among different tourism sector participants, and the creation of tourism and recreational zones.

Based on tourism types such as health, winter, cultural, business, ecotourism and rural tourism, it is possible to further diversify regional tourism and diversify tourism sector in Azerbaijan and attract more tourists to the country in the long term.

Tourist satisfaction can be achieved through the establishment of tourism quality system in order to improve the quality and quantity of services provided in the tourism sector.

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