

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

MASTER DISSERTATION

ON THE TOPIC

**«Development of Marketing Strategy in the sphere of tourism for the State Historical-
Architectural Reserve “Icherisheher”»**

Jinjikova Anastasiya Valeryevna

BAKU – 2019

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**“Development of Marketing Strategy in the sphere of tourism for the State
Historical-Architectural Reserve “Icherisheher”**

**Code and name of Programme: 060401 World Economy
Specialization: International Trade
Group: 850**

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Elm and

Mən, Jinjikova Anastasiya Veleryevna, and içirəm ki, “Development of Marketing Strategy in the sphere of tourism for the State Historical-Architectural Reserve Icherisheher” mövzusunda magistr dissertasiyasını elmi əxlaq normalarına və və istinad qaydalarına tam riayət etməklə və istifadə etdiyim bütün mənbələri ədəbiyyat siyahısında əks etdirməklə yazmışam.

“İÇƏRİŞƏHƏR” DÖVLƏT TARİX-MEMARLIQ QORUĞU TİMSALINDA TURİZM SAHƏSİNDƏ MARKETİNQ STRATEGİYASININ İŞLƏNİB HAZIRLANMASI

Xülasə

Tədqiqatın aktuallığı: Hazırda Azərbaycanda turizm sənayesi geniş inkişaf edir. Prezidentin 2017-2020-ci illər üçün imzaladığı plana əsasən, ölkənin turizm potensialının artırılması istiqamətində bir çox tədbirlər həyata keçirilib. Turizm sənayesinin geniş inkişafı bu mövzunun aktuallığını müəyyən etmişdir.

Tədqiqatın məqsəd və vəzifələri: Məlum olduğu kimi, turistləri maraqlandıran əsas məkan Bakıda maraqlı tarixi abidələri və muzeyləri olan İçərişəhərdir. Lakin ölkəmizdə muzey fəaliyyəti hələ tamamilə Avropa standartlarına keçməyib və buna görə də yavaş-yavaş inkişaf edir. Bununla əlaqədar olaraq, onlar üçün marketinq strategiyası və geniş reklam yaradılması sayəsində muzeylərin inkişafının alternativ imkanlarını göstərmək üçün məhz bu tədqiqat mövzusunun seçmək məqsəduyğun hesab etdim.

İstifadə olunmuş tədqiqat metodları: Tədqiqat mövzusu üzrə ədəbiyyatın nəzəri təhlili yerli və xarici müəlliflərin ədəbi əsərlərinin öyrənilməsindən ibarətdir, bundan sonra əldə olunan məlumatlara əsaslanaraq İçərişəhər Dövlət Tarix-Memarlıq Qoruğunun marketinq strategiyasının formalaşdırılmasının praktiki hissəsinə başlamaq olar. İçərişəhər Dövlət Tarix-Memarlıq Qoruğu arxivindən sənədlərin öyrənilməsi yolu ilə sənədli təhlil; müşahidə-reklam və satış prosesinin öyrənilməsi; mütəxəssislərlə və administrasiyanın əməkdaşları ilə müsahibə; İçərişəhər Dövlət Tarix-Memarlıq Qoruğunun təklif olunan turizm xidmətlərinin təhlili, verilənlər bazasının statistikasından istifadə etməklə güclü və zəif cəhətlərin qiymətləndirilməsi və digər metodlardan istifadə etdim.

Tədqiqatın informasiya bazası: İçərişəhər Tarix-Memarlıq Qoruğu Administrasiyasının statistik məlumatları, statistik sorğular zamanı topladığım məlumatlar, Dövlət Turizm Agentliyinin statistik məlumatları.

Tədqiqatın məhdudiyyətləri: Toplanmış statistik məlumatların böyük miqdarının olmaması, statistik məlumatların bəzi növlərinə çıxışın olmaması

Tədqiqatın nəticələri: Araşdırma nəticəsində İçərişəhərin turizm şöbəsinin hansı xidmətlərə malik olduğu müəyyən edilmişdir. Marketinq strategiyası problemlərinin təkmilləşdirilməsi və həlli üçün müxtəlif üsullar tam təhlil edilmiş və təklif olunmuşdur. İçərişəhər Dövlət Tarix-Memarlıq Qoruğu üçün marketinq strategiyasının inkişaf planı hazırlanmışdır.

Nəticələrin elmi-praktiki əhəmiyyəti: Aparılan tədqiqatlar müəllifin iddialarının doğruluğunu sübut etdi, həmçinin onun sayəsində marketinq strategiyası – İçərişəhər Dövlət Tarix-Memarlıq Qoruğunun turizm şöbəsinin dünya turizm bazarında uğurlu inkişafı üçün zəruri olan bir sıra tədbirlər hazırlandı.

Açar sözlər: marketinq strategiyası, turizm, “İçərişəhər” Dövlət Tarix-Memarlıq Qoruğu

ABBREVIATIONS AND SIGNS

SWOT	Strengths, Weaknesses, Opportunities, Threats
PR	Public Relations
CIS	Commonwealth of Independent States
UNESCO	United Nations Educational, Scientific and Cultural Organization

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INTRODUCTION

The actuality of the subject.

As you know, effective marketing starts with a reliable, well-planned and strong marketing strategy. A good marketing strategy helps you define your vision, mission and business goals, and outlines the steps you need to take to achieve these goals. Development of marketing strategy is very important for both public and private enterprises. Mainly because marketing is a unique tool that allows an enterprise or institution to flourish in the future, learning from the mistakes of the past. Taking into account the statistics and numerous data of past years, you can create a successful development strategy in the future.

Marketing strategy should be planned and developed very carefully, because at first, it affects the way you run your business. Marketing strategy also sets goals and chooses direction for your marketing. In this paper, I will analyze which strategies Icherisheher can use to be number one in tourism sector of the Old City. I will also show you on the example of Icherisheher how using different methods of collecting and analyzing data can help you to develop a marketing strategy. Taking into consideration that I am writing about development of marketing strategy in the sphere of tourism, this paper will present only tourist data and statistics.

Statement of problem and level of learning.

In fact, the lack of a good marketing strategy severely inhibits the enterprise. Moreover, in this case it is a tourist department of the old city. In accordance with the goal, the following research tasks will be taken into consideration:

- 1) The study of the problem of research according to the special literature.
- 2) Study of the tourist potential of the Old City.
- 3) Determination of the competitiveness of tourist services of the Icherisheher Administration.
- 4) Theoretical substantiation and experimental studies.

- 5) Processing of the obtained experimental data.
- 6) Database statistics will be studied.

Purpose and objectives of the study.

Purpose of this study is development of marketing strategy in the field of tourism for State Historical-Architectural Reserve “Icherisheher” based on the available data and data obtained from research.

Object and subject of the study.

The object of the study is to create a marketing strategy for the tourism Department of the State Historical-Architectural Reserve Icherisheher.

The subject of the study is studying the tourist potential of the old city, the consumer needs of tourists, their goals and desires.

Research methods.

1) The theoretical analysis of the literature on the research topic is the study of the literary works of local and foreign authors, after which, based on the information received, I can proceed to the practical part of shaping the marketing strategy of State Historical-Architectural Reserve “Icherisheher”.

2) Documentary analysis is the study of documents from the Reserve “Icherisheher” archive, after this it will be possible further to build statistical charts, diagrams and graphs in order to display the necessary data in them.

3) Observation - the study of the process of advertising and sales to determine the level of tourist services provided by the Administration of State Historical-Architectural Reserve “Icherisheher”.

4) Interview with experts - I interviewed administration staff to find out their personal opinion about the level of services provided by the administration, as well as to find out their opinion on what marketing steps should be taken in the future.

5) Analysis of the proposed travel services - studying the list of services provided by Administration of Icherisheher, assessment of strengths and weaknesses using database statistics.

Information and empirical base of the research.

The sources used are various economical books, articles and conference publications. Main sources are the statistics, provided by Administration of State Historical-Architectural Reserve Icherisheher, surveys of tourists and administration staff.

Limitations of research.

The main limitation in the research process was insufficiency of the scientific literature on the theme because of being new theme for tourism sector in our country.

The result practical and scientific application.

At first, I gathered information, using primary and secondary research. Primary research gathers original information directly for your purpose. For example, I used survey and interview. Secondary research gathers existing information through available sources. Therefore, I used information on the internet and information from the tourism sector of State Historical-Architectural Reserve "Icherisheher".

I also divided my data on quantitative and qualitative, to define type of information that I gather. Quantitative research gathers numerical data and qualitative research gathers views and attitudes. I used both of them, but the most effective one was small focus group with customers and potential customers. After our negotiation, I could understand their feelings and attitudes towards products and services of the Old City. Conversation with customers about their satisfaction with Old City's services also helped a lot.

State Historical and Architectural Reserve "Icherisheher" is the most important historical places and tourist destinations in our country. From 04.24.2016, the Department of the State Historical-Architectural Reserve "Icherisheher" under the Cabinet of Ministers of the Republic of Azerbaijan acquired the status of a legal entity under public law.

Since then, the Administration of the Old City has carried out many activities aimed at increasing the tourist potential of the city. Every year in Old City are

celebrated a spring festival – "Novruz", the New Year, international and national holidays. The main purpose of this paper is to identify measures and actions that further contribute to the development of Icherisheher in the tourism sector.

Structure and volume.

The remainder of the following work is structured in this way:

Chapter 1: Developing Marketing Strategies.

In this chapter, I wrote about different marketing strategies, about methods of marketing research, strategic planning, PR and corporate mission. At first, I wrote how to do a classification of marketing researches. There are several ways to categorize market research methods. Based on how to gather information (from primary or secondary sources) and how many types of information to gather (quantitative and qualitative), we may use any combination of these researches. Developing a good marketing strategy is the only way to lead your business to success. Effective marketing usually starts with a well-planned strategy. It also helps you to define your mission and business goals.

Chapter 2: Marketing in the field of tourism and museum business.

In this chapter, I wrote about classification of tourist packages in the tourism sector, about the definition of "tourist product" and "tourist services" in the museum, the range of services offered by museums and about museum marketing. At first, I wrote how to do a classification of tourist packages. There are several ways to categorize tourist packages in the tourism sector. Based on purposes of the trip, these packages can be different.

Chapter 3: State Historical-Architectural Reserve "Icherisheher".

In this chapter I wrote about the Old City and its touristic potential. Every year more than 2 million tourists visit Old City. This figure includes only foreigners, excluding citizens of our country living in other cities and regions. According to statistics from the State Historical-Architectural Reserve Icherisheher, you can identify the supply and demand curve for the tourist potential of the old year. It is at its peak in spring,

from April to May, after which it descends and rises again to the highest point in September. This is due to weather conditions, as well as with many other factors, which I describe in more detail in this part.

CHAPTER 1. DEVELOPING MARKETING STRATEGIES.

1.1. Types and methods of marketing research as an information base for the development of marketing strategy.

Develop a good marketing strategy is the only way to lead your business to success. Effective marketing usually starts with a well-planned and reliable marketing strategy. It also helps you to define your mission, business goals, and it can outline the main steps you need to take to achieve all your goals.

So, marketing strategy affects the way you run your business, that's why it should be planned very carefully. Marketing strategy is very helpful tool that helps you with many things:

- describes your business, including its products and services
- explains the role of your products or services in the market
- profiles your customers
- profiles your competition
- chooses the marketing tactics that you will use
- helps you with building a marketing plan (Абрамова Г.П., Гаджинский А.М., 2003, pp.10-22).

Good marketing strategy sets the goals for your marketing, and therefore it is different from a marketing plan, because it outlines the main actions you will take to implement your marketing strategy. Another difference is that your marketing strategy could be developed for the next years, but your marketing plan only shows tactics to be achieved in the current year. However, to create strong marketing strategy at first you must think about marketing researches.

To determine the need for marketing research, the organization should monitor their external environments using a monitoring system. The main purpose of the monitoring system is to provide operational information to management. This information allows us to assess whether the results of the current operational activities

meet the planned goals; whether the adopted laws have had an impact on the purchasing power of consumers, on the activities of enterprises; whether there have been changes in the system of values of consumers and their lifestyle; whether new strategies were used by competitors.

The management of the organization, monitoring the external environment, receives information from many sources — in the case of the State Historical And Architectural Reserve Icherisheher, the marketing strategy of which is considered in this work, the information is obtained from various departments and directly from the tourists themselves, who can inform that the services are of poor quality or have long been outdated, in connection with which the organization concedes its position in the market to competitors, etc. However, this information is more about the problems-symptoms, not the basic problems. The task of monitoring is to identify the basic problems that underlie the problems-symptoms (Голубков Е.П., 1999, pp. 8-12).

Identifying the problem is the next step in marketing research. Need to know what is included in the definition of the problem:

- 1) symptom detection;
- 2) a clear statement of possible causes of symptoms;
- 3) identification of a number of alternative actions to be taken to address the problems.

In order to identify the problems that have arisen and already existing in the marketing of the organization, you can use several methods. I propose to analyze those that will be used in this work (Абрамова Г.П., Гаджинский А.М., 2003, pp. 25-31).

1. Identification of problems by expert survey of managers and specialists. Expert assessments are widely used in the practice of the phenomenon of problems, as they provide reliable, and sometimes the only possible information about the problems of the organization. As a rule, an expert survey is conducted among the employees of the organization. However, information obtained from sources external

to the organization may be of great importance. In the case of Icherisheher, both department staff and tourists were interviewed and a trend was identified.

It turned out that the "holes" in the marketing strategy are the following reasons (Голубков Е.П., 1998, pp. 16-18):

1) poor awareness of tourists about the services of the tourism Department of the old city;

2) lack of sufficient information on the Internet and online resources;

3) lack of sufficient information in Baku itself, lack of propaganda and extensive advertising among the population;

4) the limitations of advertising (Голубков Е.П., 1998, pp. 14-15).

2. Monitoring the implementation of marketing functions and direct participation in their implementation of specialists who identify problems of marketing management in the organization.

Thus, I personally took part in the work of the Tourist Information Center in the old city, and during the work it was noted that:

1) tourists often have difficulty finding the location of the center;

2) tourists in 40% of cases do not know that tours are sold in the center;

3) most tourists come in attracted by the advertising posters that are located inside the center;

4) tourists are interested in different tours, they need a larger range than already available;

5) sometimes tourists interested in buying a tour, after visiting the information center do not purchase it.

3. Identification of the alleged causes of the problem.

To this end, for each problem-symptom, problems are identified-the causes of their occurrence. Their identification can be carried out in the following areas:

— actions of competitors;

— consumer behavior;

- changes in the company's activities;
- changes in the marketing's external environment (Boyd Walker, McGraw Hill, 2002, pp. 27-30).

I should note that implement of the action of competitors is one of the most important problems for Icherisheher, as they occupy the lion's share of the market. On the territory of the old city there are 5 competing travel companies, representatives of which are engaged in the promotion and sale of services in the most visited tourist places. Naturally, the level of sales of the information center is falling.

In addition to identifying errors or "marketing holes," you also need to choose the right method, or perhaps several methods, to conduct market research. This will be the next step towards a successful marketing strategy.

The choice of methods of marketing research, which is the initial stage of the development of a plan of marketing research, is an introduction to the individual methods that can be used at individual research stages. Then, taking into account the possibilities, the most appropriate set of these methods is selected.

The most widely used methods of marketing research are document analysis methods, consumer survey methods, expert assessments and experimental methods. The main difference between sociological research methods and expert assessments is that the former are focused on mass respondents of very different competence and qualifications, while expert assessments are aimed at a limited number of professional specialists. For example, a survey among tourists and the local population will be considered a sociological study, and a survey among reserve staff – an expert assessment. The main thing that unites these two groups of methods is that in both cases the same methods of mathematical statistics are used to process the collected data (Boyd Walker, McGraw Hill, 2002, pp. 34-35).

There are several groups of economic and mathematical methods used in marketing research, but in this paper I turned to statistical methods of information processing (determination of average estimates, error values, the degree of

consistency of respondents' opinions, etc.), as well as regression and correlation methods. They are used to establish relationships between groups of variables that describe marketing activities.

It should be noted that all methods of mathematical and statistical analysis are divided into primary and secondary. In this work, I have used both the first and the second – for greater confidence in the correctness of the result.

Primary called methods by which you can get indicators that directly reflect the results of measurements.

Secondary methods are called by means of which on the basis of primary data reveal the statistical regularities hidden in them.

The primary methods of statistical processing include:

- determination of the sample average value;

- sample variance;

- selective fashion;

is the sample median.

Secondary methods typically include:

- correlation analysis;

- regression analysis.

These methods are discussed in detail and applied in the Chapter 3 of the work, where using the available data I have calculated the appropriate values and conclusions were drawn on the basis of the data (Dr. Thomas K. Egwuonwu PhD, 2014, pp.21-23).

The choice of exactly this type of research is determined by the objectives of the study and the tasks that are solved at separate stages of its implementation. Certain types of marketing research are used not only at the stage of determining the problems and objectives of the study, but also in the process of their implementation.

Typically, marketing research uses information derived from primary and secondary data (Duglas, J. Darymple, John Wiley & Sons, 2008, pp. 34-38).

Primary data are obtained as a result of the so-called "field marketing research" specially conducted to solve a specific marketing problem; their collection is carried out through observations, surveys and experimental studies. In the case of the State Historical And Architectural Reserve of Icherisheher, I conducted a survey of tourists, monitored the work of the information center and the tourism department, and conducted an experiment among tourists during the tour.

Secondary data used in marketing research refers to data previously collected from internal and external sources for purposes other than marketing research. In other words, secondary data is not the result of special marketing research. They can be collected earlier, for completely different reasons. In this case, for example, to maintain statistics or to identify trends and preferences among tourists.

Such research is the most affordable and cheap method of marketing research.

Internal sources include reports of the company, conversations with managers and employees, marketing information system, accounting and financial reports; reports on business trips, reviews of complaints and suggestions, letters of thanks, business correspondence of the company, etc.

Secondary data can also be obtained from information sources such as:

- publications of General economic orientation and other publications;
- daily newspaper;
- electronic media (television, radio);
- special books and magazines;
- dictionaries, encyclopedias;
- outdoor advertising, etc. (Duglas,J.Darymple, John Wiley & Sons, 2008, pp. 41-43).

The sources of external secondary information also include: exhibitions, fairs, meetings, conferences, presentations, open days, commercial databases.

In recent years, in connection with the development of computer networks, it has become possible to use their services both for specialized marketing firms and for specialists carrying out these studies independently. Thus, through the "Internet" you

can get information about the state of the market of certain goods in different countries.

Since many sources are available to everyone, the only thing you need to be able to do is to carefully observe, collect and evaluate information. It is clear, however, that the conclusions cannot be drawn from a single source. After all, not all documents and sources can be fully trusted. Only a comparison of several sources can lead to conclusions of value. Therefore, in this work I have used the maximum number of available sources of information (Duglas,J.Darymple, John Wiley & Sons, 2008, pp. 45-47).

It should be noted that secondary data is easier to obtain than primary data. There are four advantages to using secondary data:

1. Speed of acquisition compared to primary data collection.
2. Low cost compared to primary data.
3. Ease of use.
4. Improve the efficiency of primary data use.

The collection of secondary information usually precedes the collection of primary information.

Secondary data help the researcher to become more familiar with the situation in the industry, with trends in sales and profits, competitors, the latest achievements of science and technology, etc.

The disadvantages of secondary data include the possible mismatch of units of measurement, the use of different definitions and classification systems, different degrees of novelty, the inability to assess their reliability.

However, to get any data, primary or secondary, first you need to choose the method of their collection. Since the State Historical And Architectural Reserve of Icherisheher is a large structure, both methods of data collection are required for the research carried out by me in the framework of this work.

Methods of data collection in marketing research can be classified into two groups:

quantitative and qualitative (Erik Wolf and Stephanie Frost, 2009, pp. 34-36).

Quantitative studies typically consist of conducting various surveys. These surveys are based on the use of structured closed-ended questions, which are answered by a large number of respondents. The characteristic features of such studies are: well-defined format of the collected data and the sources of their production, the processing of the collected data is carried out by means of orderly procedures, mainly quantitative in nature.

Qualitative research includes the collection, analysis and interpretation of data by observing what people do and say. The observations and conclusions are of a qualitative nature and are carried out in a non-standard form. Qualitative data can be translated into quantitative form, but this is preceded by special procedures. For example, the opinion of several respondents about the services provided by the tourism Department may be expressed in different words. It is only by further analysis that all opinions fall into three categories: negative, positive and neutral, after which it is possible to determine how many opinions fall into each of the three categories. This intermediate procedure is unnecessary if you use a closed form of questions during the survey.

1.2. Corporate and division strategic planning based on defining the corporate mission.

The next point on the way to creating a marketing strategy is strategic planning. At first, let us see the strategic planning cycle (Erik Wolf and Stephanie Frost, 2009, pp. 38-39).

The planning cycle begins with understanding your mission. What exactly is it that you do for the organization?

The next step is to determine the goals that you need to achieve in order to accomplish your mission.

As you understand your mission and goals, you should also be able to articulate the desired outcomes. This is very important to think about what impact you have on

the organization and clients. These interactions will be your learning outcomes.

In order to find out where you are currently in terms of being able to meet the stated goals and to know what must be done to move forward you must use strategies that you will undertake in the future.

Part of the planning process involves developing the targets for success and how they will be measured (Erik Wolf and Stephanie Frost, 2009, pp. 40-42).

At the end of the cycle you should review and document progress. Now you must know, what went well, and what still needs to be done.

Figure 1. Strategic planning cycle.
Strategic Planning Cycle



Source: <https://www.csu.edu/strategicplanningresources/planningcycle.htm>

From this scheme it is clear that the strategic planning cycle goes through five main points, and the corporate mission is the center of the cycle. I. e. the cycle itself is based on this mission; all answers to questions are given based on the mission.

Now, we can conclude that strategic planning is really based on defining the corporate mission (ICFAI Center for Management Research, 2013, pp.33-37).

Corporate or company headquarters establish the framework by preparing statements of mission, policy, strategy, and goals, within which the divisions and business units prepare their plans. Some corporations give their business units a lot of freedom to set their own sales and profit goals and strategies. Others set goals for their business units but let them develop their own strategies. Still others set the goals and participate in developing individual business unit strategies.

Main activity that all corporate headquarters undertake for planning is defining their corporate mission.

An organization exists to make a business, money, to produce something, to sell services and etc. So, the mission of the organization is usually clear when the business starts. Then while the business is growing, mission of this business may change. Because it must take advantage of new opportunities or respond to new market conditions. For example, amazon.com changed its mission - from being the world's largest online bookstore to become the world's largest online store. eBay also changed its mission from running online auctions for collectors to running online auctions covering all kinds of goods.

To define its mission, a company should ask itself some important questions: What is our business? Who is the customer? What is of value to the customer? What will our business be?

These simple questions are one of the most difficult questions a company will ever have to answer. Successful companies continuously raise these questions and answer them thoughtfully and thoroughly. A company must redefine its mission if that mission has lost credibility or no longer defines as optimal course for growth.

Organizations develop mission statements and then share these statements with managers, employees, and customers. A clear mission statement provides all of them with a shared sense of purpose, direction, and opportunity.

In the case of Icheri Sheher, I would answer these questions as follows. Our business is the provision of tourist services, our clients are tourists, tourists appreciate

the variety of services, their accuracy and reliability, and in accordance with this, our business in the future should be focused on different types of consumers.

There are three major characteristics of the clear mission statements. First, they focus on a limited number of goals. Second, mission statements show the company's values. Third, they define the competitive spheres within which the company will operate (ICFAI Center for Management Research, 2013, p.51).

We must not forget that strategic planning is a long-term process that helps organization use its resources to gain opportunities in the marketplace. Let us take a closer look at the components of the process of the strategic planning.

The strategic planning process includes developing a mission statement, objectives and strategies for the organization and conducting a situation analysis. However, the most important component of strategic planning is SWOT analysis.

SWOT analysis is the main analysis that will help organization to gain leadership on the market. It is based on the situation analysis. In this analysis, organizations analyze their strengths, weaknesses, opportunities and threats. Strengths and weaknesses are internal factors, so they are a little bit controllable (Boyd Walker, McGraw Hill, 2002, pp. 97-99).

For example, an organization's strengths might consist of its brand name, distribution network, reputation for great service, strong financial position, etc. A firm's weaknesses might consist of lack of awareness of its products in the marketplace, a lack of human resources talent, a poor location and so on.

Opportunities and threats are external factors and they are largely uncontrollable. Opportunities might consist of the international demand for the type of products the firm makes; it could also be few competitors and favorable social trends such as people living longer.

Threats might include a bad economy, high interest rates that increase a firm's borrowing costs, and an aging population that makes it hard for the business to find workers.

See Figure 1.1 "Elements of a SWOT Analysis" for an illustration of some of the factors examined in a SWOT analysis (Boyd Walker, McGraw Hill, 2002, p. 98).

Figure 2. Elements of a SWOT Analysis.



Source: <http://pressbooks-dev.oer.hawaii.edu/principlesmarketing/chapter/2-2-components-of-the-strategic-planning-process/>

The easiest way to find out if a factor is internal or external is to take away the company or individual and see if this factor still exists. Internal factors (strengths and weaknesses) are specific to a company or individual, but external factors (opportunities and threats) affect multiple individuals and organizations in the marketplace.

1.3. PR as a main tool for the development of marketing strategy.

In modern conditions of economic development, when large commercial projects are actively involved in the masses, taking into account public opinion is a

prerequisite for commercial success. Public relations contributes to the formation of the company's image, helps to avoid harmful rumors and biases, as well as to improve the quality of providing the aggregate market demands of consumers (Синяева И.М., 2007, pp. 23-24).

Recently, the science of public relations has taken quite a strong position. The success of many marketing projects depends on the proper use of PR tools and techniques. Successful establishment of effective communication with various institutions of consumers, investors, partners, shareholders, legal bodies is impossible without in-depth knowledge, practical experience of top managers and PR specialists.

Institut public relations (IPR), established in the UK in 1948, proposed the following wording:

Public relations is a planned long-term effort aimed at creating and maintaining friendly relations and mutual understanding between the organization and the public.

The direct connection between marketing and public relations lies in the fact that it is the PR mechanisms that are the engine of the product promotion process on the market, ensuring the success of the company and its high reputation in a highly competitive environment (Синяева И.М., 2007, p. 26).

In addition, although the purpose of a modern company is to increase sales, it does not exclude the need to use PR tools to take into account the interests of consumers, their behavior. The more advertising and promotion of goods, services or products – the more consumers are willing to buy them. Consumer behavior is studied jointly by marketers and PR specialists.

For them, it is important to timely determine the scenarios of future consumer behavior, to find the image of the company in five to ten years, its future market "niche", taking into account the factors of social order (personal, psychological, determining the motivation of consumer choice, its selectivity), as well as cultural order with the allocation of a set of values, preferences of the individual consumer. The care and responsibility of PR-service as a generator of production goals — first

of all, to study the needs of the consumer, to find out what products attract him. Analysis of consumer behavior with the allocation of numerous consumer reactions to the product, price, methods of distribution, promotion and stimulation — the main objective function of the PR-specialist.

Image technologies are the main part of advertising, ETC. PR is one of the fastest growing areas of professional activity. In recent years, in all CIS countries there has been a rapid growth of image technologies and, first of all, the formation of a corporate brand.

The concept of "image" comes from the Latin “imago” which is associated with the Latin word “imitari”, which means, "imitate". According to Webster's explanatory dictionary, an image is an artificial imitation or presentation of the external form of an object and especially a person. This is a mental representation of a person, institution, product formed with some purpose in the mass consciousness using help of publicity and advertising (or propaganda).

As the founder of PR Eduard Bernays noted, the word image as if testifies that specialists of the sphere of PR deal "with shadows and illusions". In fact, they are interested in attitudes and actions, but this does not mean that PR-specialists do not understand the nature of the image and the reasons influencing its formation. They are well versed in the power of the impact of the image of the organization on the perception of its public (Синяева И.М., 2007, pp. 32-35).

PR is an organic component of all major stages of business development. In marketing communications PR is a more subtle and flexible tool than advertising.

PR communications is a complex technology that combines the market, the marketing strategy, the interests of the company and its customers into an organic whole due to the attraction of extensive material for all participants in marketing activities. The main functions of PR in marketing include:

- evaluation of public opinion;
- illustration of news releases about new products entering the market;

- organization of motivational programs for relations with consumer institutions;
- development of forms and methods of promotion of corporate products and services;

- media coverage of special PR campaigns, trade events, exhibitions and fairs;
- preparation of public speeches of the company's specialists;
- creating a favorable image (Филип Г. Олт, 2004, pp. 45-47).

In shaping the image of PR effort was originally aimed at the creation of the brand. It is known that by the end of the XX century the main elements of the marketing philosophy, the so-called 4P (product, price, place, promotion) has added a fifth element public relations. The brand as a popular image of the brand, awakening a sense of need, affection and appreciation of the company by consumers for the goods and services provided - the main component of the fifth element of the marketing mix for the successful positioning in the market.

It can be called unconditional and the fact that sales promotion and public relations contribute to the formation of public opinion and create a positive image.

Common for PR-specialists and marketers is the need for audience segmentation, targeted work mainly with target groups. There are the following key tasks that are solved together by PR-specialists and marketers:

- justification of target segments taking into account the level of competition;
- forecasting possible risks;
- demand side management with the use of attractive models control the behavior of buyers;
- comprehensive assessment of marketing efforts to create a system of promotion and logistics;
- organization of effective fair and exhibition communications;
- correction of feedback (Филип Г. Олт, 2004, pp. 48-49).

The importance of using PR in marketing is confirmed by the fact that it is public relations that serve as an effective mechanism and an effective assistant in

overcoming the problems of complex promotion of goods from the manufacturer to the end user.

To these problems are added the problems of ecology, shortage of natural raw materials, qualified personnel, legal protection of the rights of consumers and personnel. In modern conditions of development of Commerce very much depends on reputation of firm, public opinion not only about results of marketing activity, but also about the firm, its heads and leading experts. Numerous marketing ideas remain on paper in business plans due to external public resistance to their implementation. It is obvious that a modern leader should be not only a good Manager, financier and marketer, but also a public figure, ready for a broad public dialogue with various social groups.

Those are the wise leaders of the Icherisheher Administration, as evidenced by their reaction to recent events. False information about the destruction of the fortress walls, which are UNESCO heritage, was spread in social networks. In theory, this should have had a strong impact on the image of the administration, but a timely and public statement about the falsity of the accusations put everything in its place. Truthful videos and photos denouncing false accusations were published, after which a press release was prepared and the administration gave interviews, as well as the media published information that the spread information was false.

Social and ethical marketing is also very important to be mentioned. In doing business, members of any firm are exposed to the public, including banks and various financial institutions, local, municipal and Federal governments, their own shareholders and market partners, numerous clients and media representatives. It is necessary to establish close contacts with informal circles through participation in sports and variety shows, competitions and festivals.

With such a complex variety of interactions between different business circles, a new content of marketing is formed.

Marketing takes the form of social and ethical, including multifaceted interaction

of the company working in the market with various public institutions on the basis of the formation of social responsibility to society (Филипп Г. Олт, 2004, pp. 59-60).

The following elements of marketing inherent in all the main components of the PR process are distinguished:

- product — the production of a particular product is more efficient, taking into account not only market needs, but also society as a whole;

- price — price can become a more effective tool of the company's strategic policy, if it is formed taking into account not only the market state of supply and demand, but also taking into account the quality of society, the fiscal policy of the state, as well as the presence of geo-economic and geopolitical factors in the world;

- sales is a complex system of formation of market demand, its stimulation, which is more in need of an objective assessment of public opinion of all market participants. The sales system is a clear expression of the General state of the market infrastructure necessary for the development of the company and customer service at the right time and in the right place (Филипп Г. Олт, 2004, pp. 84-85).

CHAPTER 2. MARKETING IN THE FIELD OF TOURISM AND MUSEUM BUSINESS.

2.1. Classification of tourist packages and the formation of assortment policy in the tourism sector.

For effective marketing in the tourism sector and in the Museum business, first, you should think about the main product – tours. Tours are the main service provided by the tourism sector. The tourism sector of the Icherisheher Administration also provides this service. In addition to it, there are several services, such as electric car tour, audio guide, master classes. In addition, the tourism sector is also responsible for the sale of Museum tickets, making ticket sales one of the services provided. As you can see, the structure of the services provided by the Tourist Information Center is slightly different from the services provided by tour operators. However, this does not prevent to apply their experience and adopt some positive aspects. I propose to consider in detail what are the tourist packages of different tour operators.

Classification of the tourism product formed by tour operators can be carried out according to various principles. From the point of view of market research, the most important and interesting classification is by purpose of the trip (Гончарова И.В., Т.П. Розанова, 2014, pp. 25-27).

The following types of tourism are distinguished by the purpose of the trip:

- Cognitive or cultural and entertainment (often combined with relaxation)
- Museum (for example, the common Museum ticket)
- Business (except for diplomatic staff, associated with the industry of business events and meetings)
- Ethnic (including meetings with relatives, acquaintance with the homeland of ancestors, etc.)
- Religious (pilgrimage — one of the most ancient types of travel)
- Sports (in connection with any sporting event)

- Recreational (for the purpose of rest or vacation)
- Training and educational (advanced training from 15 days to 3 months)
- Exotic (familiarity with the climate, national customs and cuisine, architecture, etc.)
- Environmental
- Transit (air passengers and travelers through a third country)
- Agriculture (agro tourism)
- Medical and health tourism (short-and long-term more than 7 days)
- Water
- Cruise tourism
- Mountain
- Ski
- Cosmic
- Event (Olympics, Eurovision, etc.)
- Scientific (Дашкова Т.Л., 2010, pp. 16-29)

From this entire list to Icherisheher belong only educational or cultural and entertainment tourism, Museum tourism, ethnic tourism, religious tourism and exotic tourism. Tourists for the purpose of educational or cultural and entertainment tourism usually visit exhibitions and some museums, walk around the old city in the evening, visit restaurants. With the aim of Museum tourism, they visit the Palace of the Shirvanshahs and Maiden Tower, the Museum under the Open Sky, the Beyler Mosque, and house-museums in the old city. Ethnic tourism is also inherent in the old city, as it is home to the indigenous population of Baku, and many people come to visit their relatives. Religious tourism is also quite common – in the old city in the second courtyard of the Shirvanshahs Palace is the mausoleum of Seid Yahya Bakuvi, St. Dervish, where people come to pray, and in addition, in old city there are many mosques. Exotic tourism is less common, but it is also found in Icherisheher. Guests of the capital will learn about our culture and traditions, will be pleased to get

acquainted with our national cuisine.

In terms of travel, all tour packages can be divided into beach vacation tours, sightseeing tours, business trips, corporate trips, event tourism, health and wellness tours, extreme sports tours, pilgrim tours, etc. For the State Historical and Architectural Reserve Icherisheher most important are informative - excursion tours. Consider them in more detail.

The main goal of informative - excursion tours is to get acquainted with the historical, cultural, natural sights of various countries. Basic requirements for excursion packages:

- rich and well-written excursion program;
- high-quality and qualified work of guides and accompanying on the tour route;
- accommodation in hotels located in the center of the cities under examination, within the limits of a pedestrian walk or a short trip from the main attractions and popular areas of the evening life of the city;
- convenient flight (the main requirement - the point of arrival in the country should be located as close as possible to the first of the objects of inspection);
- the minimum number of long journeys (more than 3 hours);
- comfortable new buses throughout the route;
- not too high tour price (Дашкова Т.Л., 2010, pp. 31-33).

As mentioned before, Icheri Sheher does not provide the same services as tour operators. The tours offered by the Information Center include only the tour itself, with a guide and comfortable transport in the old city. Therefore, the sales Department loses the part of tourists who book and reserve tours in advance from tour operators. They buy the whole program with the hotel, transfer, etc. for a certain number of days, and no longer purchase individual tours. In this regard, I would suggest the Department of tourism of the old city to expand the network, to include in your tour one of the hotels of the old city and discounts in restaurants, as well as transfer, creating a ready convenient tourist package. Thus, more tourists would buy

this package, because most of them come to Baku to visit the old city.

But unfortunately, the low cost of a tour package is difficult to achieve if the above requirements are met.

That is why the tourist market usually offers three options for excursion tours (Дашкова Т.Л., 2010, pp. 15-16):

1. Economical option.

It includes a rich and interesting excursion program, but at the same time in order to minimize the cost of a tour package, tourists are offered:

- flight by charter flight;
- accommodation in hotels 2-3 * not in the center, but on the outskirts of large cities or in the suburbs;
- some elements of the program (for example, entrance tickets to museums, ferry or boat tickets) are not included in the total package price, but are paid by tourists additionally on the spot.

2. Standard option.

Offered a tour package with a higher cost, but with several advantages. For example:

- flight by regular flight or direct charter to the first point of the program;
- accommodation in 3 * -3 * S hotels in the center of cities;
- all entrance fees are included in the tour price;
- in some cases, this package includes a more extended excursion program.

3. Option Deluxe.

Often this is a variant of FIT (For Individual Traveler), i.e. an individual route. Such a route can be individually formed for the client, or selected from a wide range of ready-made offers for individual travelers. As a rule, each of these offers has its own "zest" - it can be gastronomic or wine tours, trips with accommodation in ancient castles, a trip to Europe on vintage luxury trains (such as the famous Orient Express), the level is not inferior to the best hotels 5*, and many other options. If desired, in any

of these ready-made tourist routes can make their own adjustments.

The main advantages of this option excursion tours:

- individual formation of the route, taking into account all the wishes of the customer;

- individual tours and transfers throughout the route;

- accommodation in hotels according to the customer's choice along the entire route (these can be either standard 3-5 hotels in the center of cities, or unusual accommodation options — villas, castles, etc.);

- air flight at the customer's choice (a choice between different airlines);

- there is no binding to the mandatory dates of the group tour - the FIT package can be formed from any date convenient for the customer.

Along with the classification according to the purpose of the trip, tourism can be classified according to some other features.

According to geographical:

- internal - travel of tourists within their own country;

- entry - visiting the city by citizens of other states;

- exit - visiting tourists from other countries (Дашкова Т.Л., 2010, p. 16-29).

Icheri Sheher is characterized by all three types of tourism. The inner one is represented by Baku residents themselves, the entrance one – by residents of other cities of Azerbaijan, and the exit one – by tourists from foreign countries.

According to the group: group and individual. The Information Center sells both group and individual tours. Tourists in both cases are provided with a guide, the only difference is that the individual tour is carried out on an electric car, and a group – walking tour.

By type of transport movement:

- air tours;

- railway tours;

- bus tours;

- self-drive tours (assistance in renting a car and booking accommodation and services on the route).

Family and social composition of travelers:

- children's (children's camps; special programs for parents with children, visiting large amusement parks);

- youth (youth camps, summer schools of foreign languages);

- family;

- tours for pensioners.

By duration:

- long-term (from 10 days or more);

- average duration (7-10 days);

- weekend tours (2 - 3 days).

However, most of these classifications do not apply to tourism services offered by the tourism department of the old city (Дашкова Т.Л., 2010, p. 16-29).

2.2. The definition of "tourist product" and "tourist services" in the museum, the range of services offered by museums.

At present, the museum has firmly established itself not only as a sociocultural institute that has opportunities for the formation of personality, but also as a tourist center for organizing cultural leisure.

Pricing for museum services has a number of features. In world practice, there are two main approaches to the establishment of admission to the museum – Western European and American (Kotler P., Bowen J.T., 2017, pp. 34-36).

The first approach involves differentiated, fixed admission in two or three categories, which is charged daily, except for one day a week. Usually, students and museum workers use the reduced rate (50%).

The second approach assumes, instead of a fixed admission, “free entry” to the museum, while donations from visitors are actively encouraged. In response to a cash

payment, such visitors receive certain privileges.

“What can the museum offer to its consumers as a “commodity”? - These are, above all, expositions and exhibitions, various forms of cultural and educational activities. Books, catalogs, booklets and other printing products that are directly related to the subject of the museum or close to it, as well as video films, slides and other publications that use modern information technology, can also become one of the articles of the income part of the museum.

In The Museum Complex of the Shirvanshahs Palace over the past few years, many exhibitions have been held, the last of which are "the Heritage of Shirvanshahs in Museums of the World" and "Inquisition - medieval instruments of torture". So were filmed "Qiz Qalasi" and delivered a new interactive exhibition.

A shop that offers gift and souvenir products that reflect the profile of the museum can not only generate income, but also attract visitors. Pens, notepads, calendars, bookmarks and other products with the symbolism or name of the museum serve as a good advertisement for the museum.

At the moment, there are many souvenir shops in the old city, but they all belong to private individuals. There is a small souvenir shop in the Museum Complex of the Shirvanshahs Palace, but there are no products related to the museum, only national Souvenirs.

An important element of the service infrastructure of the museum are cafes, cafeterias, bars and restaurants. Their organization brings profit to only a small number of museums, but they are necessary to make visiting the museum more enjoyable. In addition, there are many examples of how the opening of a cafe or bar at the museum attracted additional visitors.

However, in the old city there are already many different restaurants of local cuisine, and it will be difficult to oppose anything to this. However, you can build a small cafe with inexpensive food and drinks, putting tables and chairs in the open air. Such a place next to any museum will immediately attract attention, and will certainly

increase the visit to the museum itself. Especially if it is not too popular with tourists.

To sum up, what is the tourist product of the museum. The “tourist product” of the museum is a combination of material (physical goods) and non-material (in the form of services) consumer values necessary to meet the needs of the tourist, arising during his travels (Kotler P., Bowen J.T., 2017, pp. 40-41).

The “tourist product” of the museum can also consist of three parts: a tour (a tourist trip along a certain route); tourist and excursion services (accommodation, food, transportation, excursion programs and other services related to visiting the museum) and goods - consumer goods, souvenirs.

The marketing of services often uses the concept of “product”, synthesizing the concepts of “product” and “service”, reflecting that a service very often accompanies a product, and, in fact, ceases to be just a service.

By “service” means “the result of direct interaction between the contractor and the customer (customer), as well as the contractor’s own activities to meet the customer’s needs” (Kotler P., Bowen J.T., 2017, pp. 47-49).

In the field of museum tourism, the following terms are used:

Tour - a complex of services for accommodation, transportation, meals for tourists, excursion services, as well as guide services and other services provided depending on the purpose of the trip.

Excursion service - a tourist service to satisfy the cognitive interests of tourists/sightseers, including the development and implementation of programs for excursion services or individual excursions, organizing and conducting excursions.

Tourist service - the result of the organization or individual entrepreneur to meet the needs of the tourist in the organization and implementation of the tour or its individual components (Kotler P., Bowen J.T., 2017, p. 52).

The growing competition in the market of tourist services makes tour operators constantly update the range of offered tours and include new types of tour packages. The creation of a new tourist product in a tour operator company can go several ways:

1. Popularization of new resorts. There are many small resorts, popular among European tourists and almost unknown in the Russian market. Those of the operators who first begins to actively advertise one of these resorts and sell it in the format of group programs, risks financial losses in the first 1~2 years (mainly due to high investments in advertising and PR of the chosen new direction), but in the future has a chance to gain a foothold in this market stronger than competitors and

2. Create a new product based on a combination of existing products. This principle is often used to create new sightseeing routes in Europe.

3. Inclusion in the standard package of new additional services (in order to make it more interesting not to the whole market, but to its separate segments).

For the Department of tourism of the old city, the second and third points are most useful. For example, they have already created an individual tour based on a combination of a group tour and an electric car tour. In the future, using a combination of their tours, they can create a completely new product, as well as using new services can create a separate tourist package.

The disappointment of poor quality lasts much longer than the satisfaction of low prices. Therefore, it is very important to always maintain the quality of tourist services. The quality in this case means the timely start of the tour, a guide with extensive knowledge, who is a professional in his field, the presence of post-terminals for payment by card, the availability of comfortable conditions for the tour by electric car, providing tourists who have purchased the tour, free entrance to the museums without a queue, and much more. These seemingly little things make up the opinion of tourists about the organization that provides them with services, namely the tourist department of the old city.

2.3. Museum Marketing.

An important aspect of the activity of modern museums is the economic (commercial) component. Currently, there are two main models of participation of

museums in the tourism business: 1) contractual system of cooperation with travel agencies and 2) the creation of tourist enterprises at the Museum. However, the relationship between the concepts of "Museum" and "tourist activity" requires further clarification (Ковчинская С.Г., 2016, pp.21-22).

The Statute of the International Council of Museums (1974, ICOM) defines "museum" as "A permanent non-profit institution designed to serve and contribute to the development of society, accessible to the general public, engaged in the acquisition, storage, research, promotion and exhibition of material evidence of man and his environment for the purpose of study, education, as well as to meet spiritual needs" (Statute of the International Council of museums. M., 1974, p. 5).

In order to promote the museum, as well as its products and services, you need to know about the strategies of museum marketing.

Museum marketing itself includes two main directions:

- presentation and promotion of the museum and its activities;
- presentation and promotion of specific products or services.

Marketing strategies include a variety of ways to improve the interaction of the museum with the public and to serve visitors in order to increase the attendance and costs of visitors to the museum. The marketing strategy is also designed to establish closer contact with the museum visitors, make it attractive and comfortable for repeat visits (Ковчинская С.Г., 2016, p. 27).

At the disposal of the museum also has a so-called marketing mix — a set of controllable variables, the totality of which should be used to cause a positive response from visitors to the museum. The first element is the museum product (services and goods). Second — price.

The third — information about the museum, its image (brand), advertising.

The fourth — methods for encouraging attendance, interest to the museum, the museum of the demand for the product.

Services offered today by museums are becoming more diverse and unusual,

focused on a variety of visitors ' needs: boat and horse riding; participation in archaeological expeditions and excavations; participation in traditional rituals; tasting of national cuisine. Some museums have small hotels and their own transport companies (Ковчинская С.Г., 2016, p. 29).

Marketing of new services is a type of innovative activity of the museum, which involves the release of new products (services) on the market and includes preliminary market research, adaptation of the product (services) to different markets, advertising campaign.

Significantly increases the competitiveness of museums in the tourist market introduction of new forms of museum-pedagogical activity, design and promotion of special cultural programs and events, the so-called happening (from English. happening — what is happening; in the literal sense — what is happening here and now, unintentionally, develops without a premeditated scenario and designed for the active participation of the audience) or "performance" (collective or single action only museum staff, built on a pre-developed program or developing a kind of scenario) .

Happening is a theatrical momentary action on an improvised basis with the active participation of the audience (spectators), aimed at blurring the boundaries between art and life.

For example, the happening can be considered actions of the Braid and Cecelia on the Novruz holiday, when they spontaneously come to children and adults, offering them balloons and sweets, or just entertaining them with jokes.

An example of the performance is how women in national costumes cook gutabs on a saj dish, as once in ancient times they were prepared by our ancestors.

The basic principle of all museum interactive programs —providing visitors with the opportunity to do what they are interested in, creating conditions for recreation and self-realization.

Do not forget that the most important concept of marketing is consumer demand — the need (expressed or unformed, conscious or unconscious) in goods, works or

services of a certain type, supported by the financial possibilities of its implementation. Demand can be provided by the consumer himself or by other persons or intermediary organizations (parents, sponsors, patrons, foundations, public and state organizations, etc.). Should be distinguished:

- 1) real demand;
- 2) potential (which is not yet possible to implement);
- 3) negative demand (Ковчинская С.Г., 2016, pp. 31-33).

A comprehensive study of consumer demand for certain services is one of the strategic objectives of marketing. This task is also facing the Administration of the Historical And Architectural Reserve Icherisheher, because every tourist is interested in different services. Statistics show that most tourists prefer to walk around the museums themselves. Only 30% of tourists decide to buy a group or individual tour. What follows is that you need to conduct a survey among tourists buying tickets, and find out the reasons that they do not choose any additional service. Perhaps it's because they were informed, or because they didn't want to spend a lot of time – to find out the reasons, you need to conduct research, for example, a survey.

Now the museums face two key tasks in the field of communication policy. On the one hand, they need to break down the false stereotypes that have developed in the minds of people in relation to the museum proposal, on the other — to change the characteristic inadequate assessment of the museum audience by museum workers themselves, which is based only on their own ideas. For example, museum staff believe that:

- audience is homogeneous;
- the audience is dynamic and active in the choice of arts;
- the audience is confident in their knowledge, well-oriented in the museum and in art;
- the audience shares the values of the museum.

But in fact, such ideas were wrong, because in most cases, people come to

museums to:

- bring children or relatives;
- spend time with a friend or girlfriend;
- relax in the quiet of the museum because they like the atmosphere in the

museum;

- to see they are interested in a collection or exhibition;
- get to know the museum because they are tourists.

Classification scheme of consumer demand (Philip Kotler, 2012, pp. 87-89).

According to the basic scheme of demand classification, consumers are usually divided into four main groups:

- those who do not know about the offered goods and services and therefore do not consume them;

- those who know but do not consume;
- those who know and consume;
- those who know but consume competitive goods and services.

According to observations, a very large proportion of those who do not know about the proposed museum product and for this reason does not become its consumer. Therefore, in museum marketing, a special role should be given to the so-called aggressive marketing strategies that are aimed at informing the potential audience and advertising the museum offer. Icherisheher also faced this problem because half of the tourists visiting the old city have no idea where to buy the tour and where the information center is located. Sometimes they do not know that in the center you can buy tours. In this regard, you can take an active and extensive advertising and propaganda (Paul Baines, Chriss Fill Kelly Pagb, 2008, pp. 61-65).

Against those, "who knows, but does not consume the" appropriate use "pull" marketing strategy aimed to change the stereotype (presentation) on the museum proposal as "boring" and "outdated". For example, to organize a free visit to the museum for them, or to involve them in any interactive program. We need to change

their minds about the museum. Basically, this audience includes our local population, because many believe that to take a family or children to the museum – it's boring and uninteresting. Often museums are visited only because "it is necessary" or because it was planned by the school/University program. Museums need to improve, to organize more activities to attract more people with its interactive exhibits, to run loyalty programs.

The museum can influence the audience directly on its territory through exhibition and cultural and educational activities, as well as through advertising, publicity (hidden advertising-information) or branding (Paul Baines, Chriss Fill Kelly Pagb, 2008, pp. 72-74).

Advertising — the process of preparation and distribution of targeted messages, which together and individually are designed to have a positive impact on the formation, development and functioning of market relations. The purpose of advertising is commercial. It serves the market by promoting the properties of goods and services that are useful and important to the buyer. Usually advertising is divided into a commodity, which is dedicated to individual products or a group of products, and prestigious, telling about the activities of the company-advertiser in the field of technology, Commerce, environmental protection, etc. (Philip Kotler, 2012, pp. 123-125).

Publicity can also be divided in two groups.

1) non-personal stimulation of demand for goods, services or activities through publications, or receiving favorable presentations on radio, television, which are not paid for by a certain sponsor;

2) publicity, fame, popularity.

Publicity forms reviews of partners and customers, the activities of the organization, as well as PR — press releases, articles, reports, press conferences. These tools have a number of advantages over advertising: they are more trusted because they are perceived as objective news, and their preparation and placement is cheaper. In some cases, it should be used publicity, not direct advertising.

Branding — the process of creating and maintaining a brand through advertising, PR-events and other forms of product promotion. In the context of marketing strategy — the development and implementation of a set of activities that contribute to:

1) the identification of a product;

2) the allocation of this product from a number of similar, etc. (Paul Baines, Chriss Fill Kelly Pagb, 2008, p. 77).

Museums in the old city often use publicity and advertising. For example, advertising is published on the official page of the administration, as well as on lightboxes in the city. Advertising for the exhibition "Inquisition - medieval instruments of torture" was also placed in the Baku metro. All this has strongly influence on the visitors of the museum.

A huge number of people visited this exhibition, and among them was a surprisingly large number of local visitors. Publicity was used in the case of false information about the destruction of the fortress walls, as noted in the chapter 1.

According to numerous national and international IP-cultural life, museums are visited by 27 to 35 % of the adult population. A typical Museum visitor has a higher education and an income above average, while education is a much more significant factor than income. The frequency of visits is much higher among women than among men. The age range of visitors depends on the type of Museum: for example, science and children's museums are particularly attractive for young families, art galleries — for single young people and those who are more than 45 years old . After 60 years, people are less likely to go to museums, but this situation is changing, because due to the aging of the world's population, museums will have to adapt to the needs of the elderly and disabled.

Within these broad groups of Museum visitors and "visitors" there are many specific "market segments" — homogeneous groups of the population with common demographic, geographical, behavioral characteristics. The attitude of these groups towards visiting museums can be changed through an effective marketing strategy.

Marketing research in the museum allows you to identify the causes of problems and possible ways to solve them; future trends in the tourist market; see new opportunities; better understand the needs of the market and reduce the likelihood of risk in accordance with the changes that are constantly happening there. Museums can conduct two types of research: an ongoing study conducted continuously to identify all the changes and trends taking place in the tourism market, and a study of one specific situation (problem) in order to verify the assumption or analysis of changes in tourism demand.

The process of marketing research in the museum is represented by the following stages: 1) identification of the problem; 2) conducting situational analysis; 3) development of the research scheme; 4) data collection; 5) analysis of the information received; 6) interpretation of the data and preparation of the report (Paul Baines, Chriss Fill Kelly Pagb, 2008, p. 89).

The specific nature of marketing services in the field of museum tourism is determined by the features and distinctive characteristics of the tourist product of the museum. It is based on the analysis of the real and potential audience of the museum, the ability to take the position of the visitor, his eyes look at the museum, the desire to create a positive and attractive "image" of the modern museum in the market of cultural and educational tourism.

CHAPTER 3. STATE HISTORICAL-ARCHITECTURAL RESERVE

“ICHERISHEHER”

3.1. Tourist potential analysis for State Historical-Architectural Reserve “Icherisheher” based on 2016-2018 data.

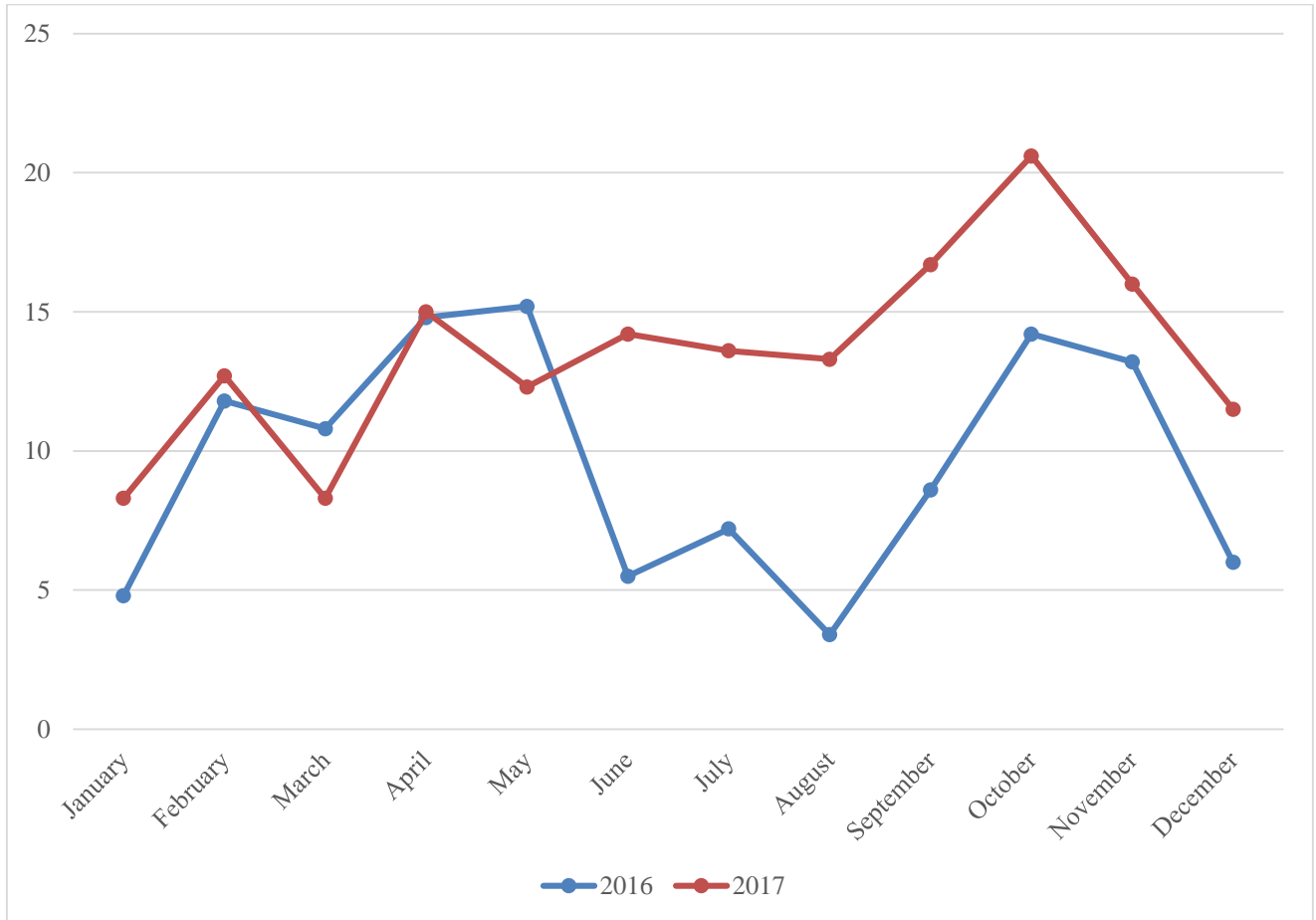
The old City is the cultural and historical heritage of the entire Azerbaijani people, the pearl of the East and the most visited tourist destination in Azerbaijan and Baku. Its area is 22 hectares, on its territory there are more than 10 museums, its home to more than 5 thousand residents, and there are located more than 50 offices of large companies (www.icherisheher.gov.az).

Now let us talk about the Old City's – Icherisheher's - touristic potential. Every year more than 2 million tourists visit Old City. Icherisheher, known as "Old City" among the people, is the most valuable pearl of Baku, as well as historical and architectural reserve. It operates as a museum under open sky, and has its own mayor, administration, and various departments (www.tourism.gov.az). In my paper, I use data from the tourism department and consider the work done by it.

To begin with, the tourism department is studying the tourist potential of the Old City; it also oversees the Information Center and controls other tourist activities. A special role in the tourism sector plays Tourist Information Center. It was created in March 2017 with the aim of increasing and developing tourism potential. The Information Center provides guests of the capital with information and various tourist services. These include the services of an audio guide, excursions in the old city - both group and individual, electro car tours. In this article, using the statistics of these tours as an example, we will be able to see what demand and what supply is being formed in the tourist services market. On this basis, it is possible to make forecasts and draw up a marketing strategy for the development of the tourism sector for the future.

Consider the general schedule for all services of the old city (Figure1).

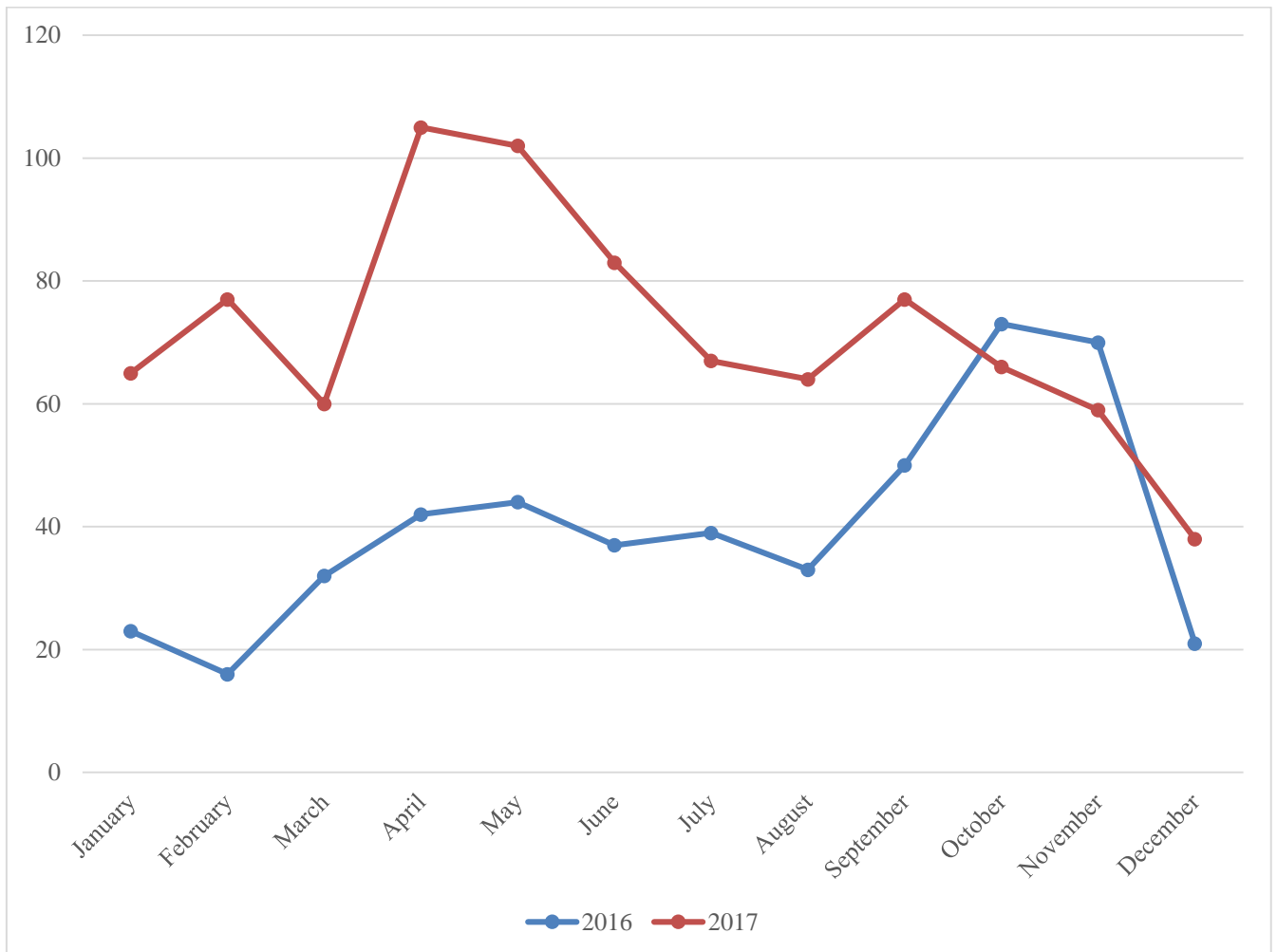
Graph 1: All services of tourism department of Icherisheher



Source: Statistics provided by Tourism Department of State Historical-Architectural Reserve “Icherisheher” (for 2016-2017 years), 2018.

Here we can see the total demand for services (demand expressed in coefficients; coefficients are the rounded number of tourists who purchased services.). As can be seen from Figure 1, all types of services are divided into seasonal demand. In winter and summer, touristic services are used less frequently than in spring and autumn. This is due to both the weather conditions of Baku and the holidays. In the cold and heat, tourists do not fly to Baku, but during the holidays, they can take a vacation. Seasonal changes in demand for services are precisely this. However, this is a general schedule, according to which we cannot draw deeper conclusions. Therefore, I propose to consider the statistics of the demand for various services separately (Statistic data provided by tourism department of the Old City, 2018).

Graph 2: Group tours



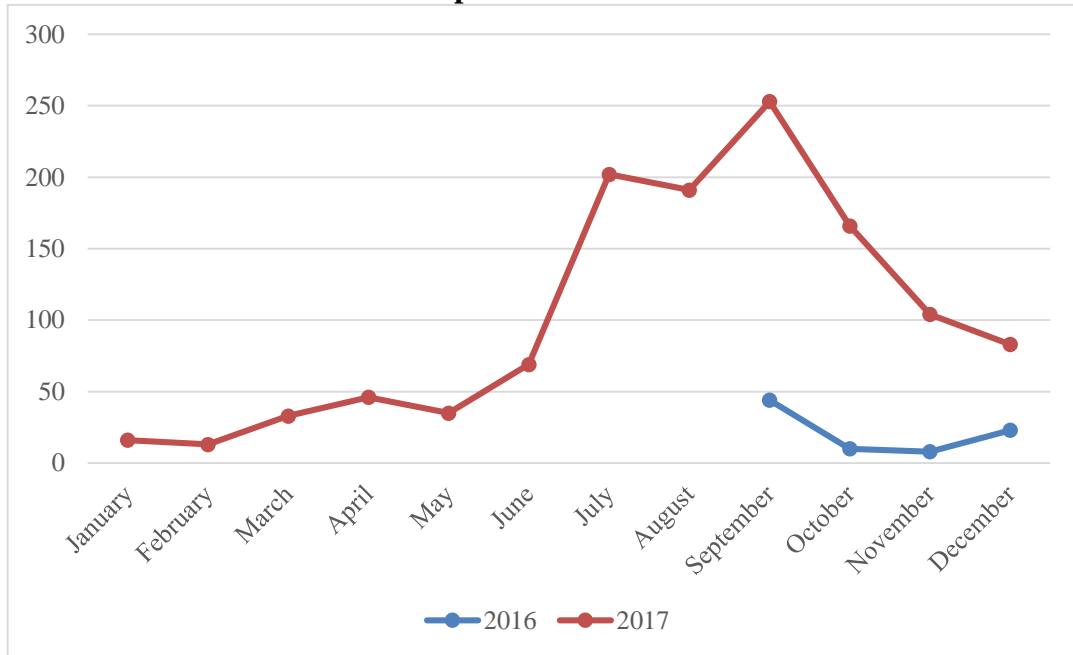
Source: Statistics provided by Tourism Department of State Historical-Architectural Reserve “Icherisheher” (for 2016-2017 years), 2018.

Figure 2 shows the statistics of the demand for group tours for two years - from January 2016 to December 2017. As you can see, the most group tours in 2016 were held in October and in 2017 were held in April 2017. This proves once again that sales depend on the season.

The maximum number of tours in 2016 is 73, but they were held in October, while in April only 42 tours were conducted. That is why I think that it is seasonal changings (Statistic data provided by tourism department of the Old City, 2018).

To prove the theory of seasonal demand for services and use this in a marketing strategy, consider a few more graphs.

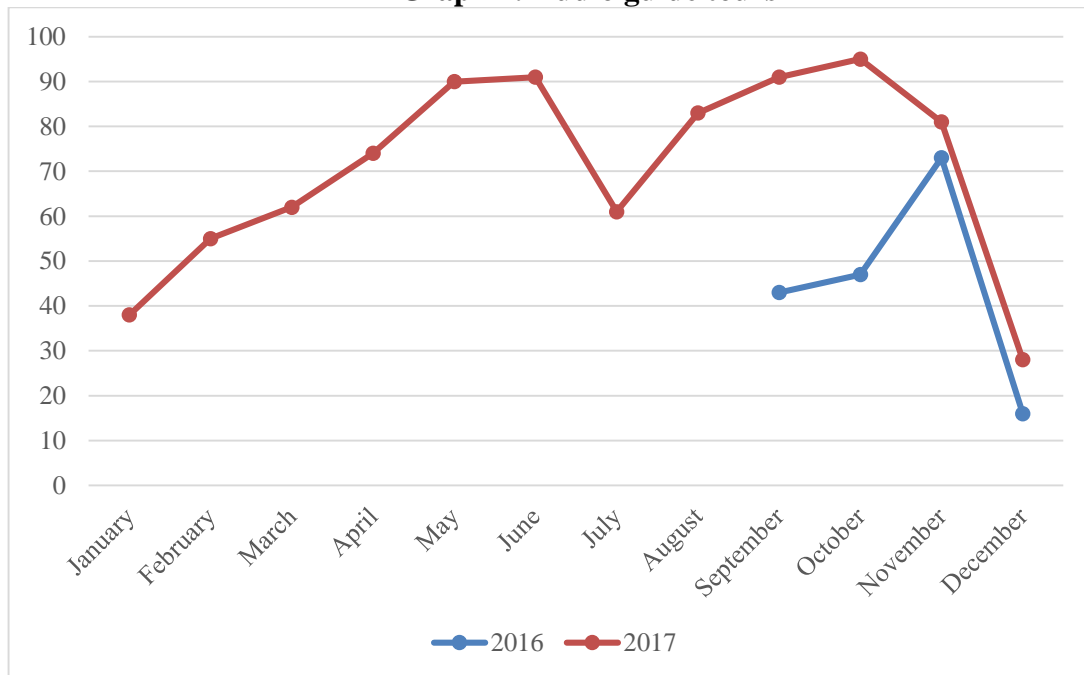
Graph 3: Electro car tours



Source: Statistics provided by Tourism Department of State Historical-Architectural Reserve “Icherisheher” (for 2016-2017 years), 2018.

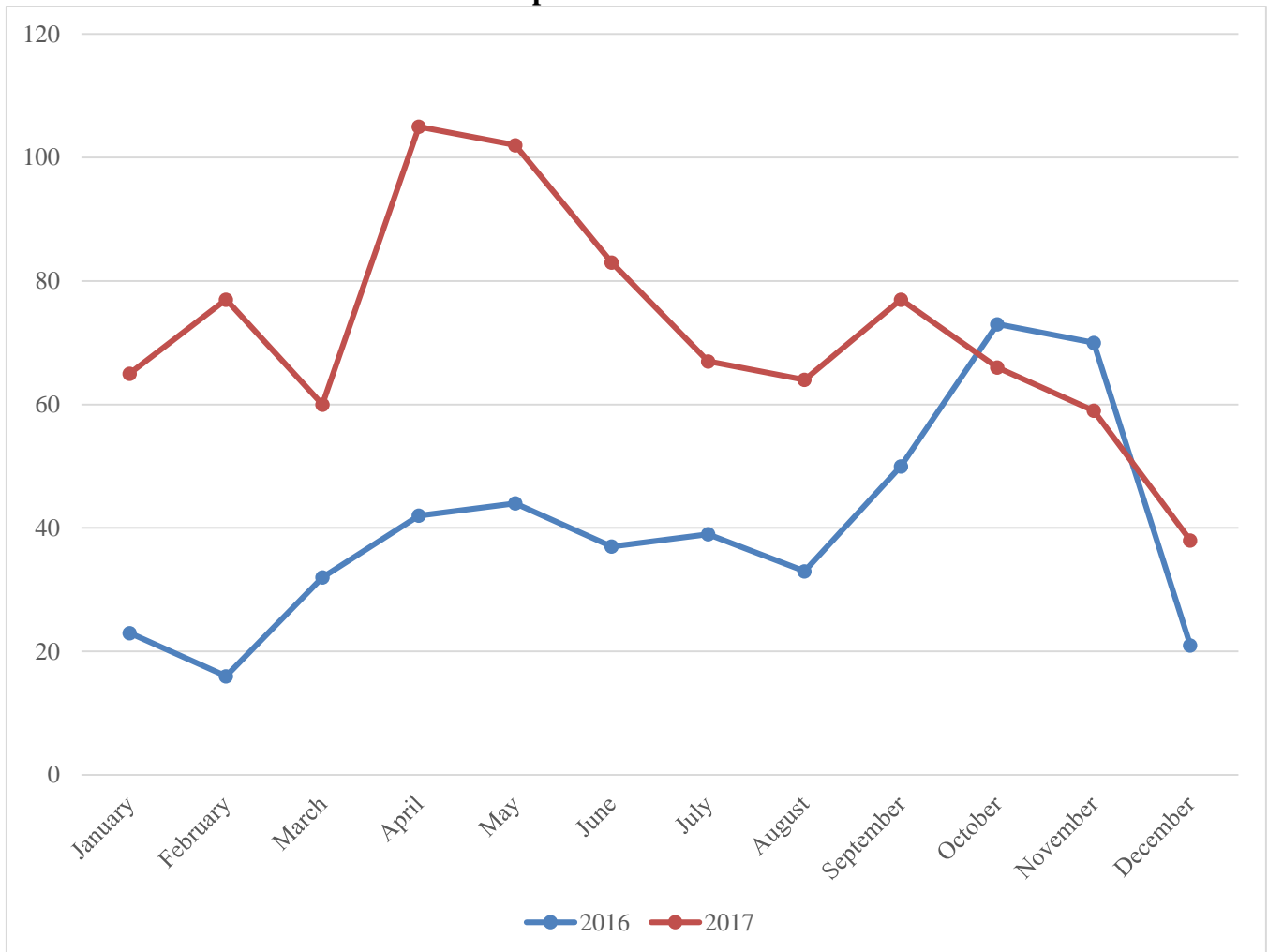
Figure 3 shows the change in demand for electro car tours. For 2016 and 2017, the largest number of these tours were sold in September.

Graph 4: Audio guide tours



Source: Statistics provided by Tourism Department of State Historical-Architectural Reserve “Icherisheher” (for 2016-2017 years), 2018.

Graph 5: Individual tours



Source: Statistics provided by Tourism Department of State Historical-Architectural Reserve “Icherisheher” (for 2016-2017 years), 2018.

In addition, looking at Figure 4, you can see that the largest number of audio guide tours were sold in October 2017 and November 2016. As for the individual tours (with electro car and guide) - most of them were bought in June 2017 and October 2016 (Figure 5). However, in June-July 2016 there are also a lot of them. Accordingly, tourists prefer to ride electric cars in the hot season (Statistic data provided by tourism department of the Old City, 2018).

However, one should not be limited to statistics alone. Yes, in most cases the months of demand for different types of services are the same, but not always. To understand, I propose to pay attention to the words of the tourists themselves. Because

of my survey, several interesting trends were identified:

- Twelve out of twenty interviewed tourists said they planned a trip.
- Seven more said that they had long wanted to go to Baku and literally “scratched” the days from their schedule to visit our country.
- Nine people took a vacation in order to make a trip to the Caucasus countries.
- Twenty out of twenty said they were interested in historical sights.
- Fifteen people arrived for a short period (3-5 days); the remaining five people arrived for a period of a week to 10 days.
- Tourists from Russia and the CIS countries noted that their trip was due to cheap prices compared to Europe and Russia. Many of them arrive to Baku not for the first time.
- Tourists from Europe, in general, make out a few days to fly to us, and the first thing they are interested in is the Old City (since they do not have much time).
- Tourists from Arab countries have noted that they arrive mostly in the summer, as it is very hot in their hometown (Statistic data provided by tourism department of the Old City, 2018).

In addition to the survey among tourists, I conducted a survey among the staff of the Old City. They answered the questions below:

1. What do you think determines the number of tourists in the Old City?

Employee 1: Holidays - both our national and in the countries where the tourists came from, and from events held in the country, such as Formula 1, Eurovision, etc.

Employee 2: The number of tourists depends on many factors, mainly on the advertising of the Old City abroad and on the information available to tourists.

2. What type of services do tourists prefer the rest?

Employee 1: Tours of the Old City, Baku sightseeing tours. However, they all want to have a large selection of tours and services. For example, they often ask about gastro tours and tours to other cities.

Employee 2: Tourists prefer relaxed excursions, while they also want to learn enough about the culture, history and customs of the people. Some tourists do not need excursions at all - for example, tourists from Arab countries almost do not purchase excursions in the Old City. However, tourists from Russia in 99.9% of cases buy a tour. In a word, it depends on preferences.

3. In what season is observed the greatest flow of tourists?

Employee 1: In the summer season.

Employee 2: According to statistics - in March, May and July.

4. Is there always a great demand for tourist services of the Information Center in the Old City with a large flow of tourists?

Employee 1: I always think, except when tourists do not know about our Information Center or do not see it, passing by.

Officer 2: Yes, of course. However, we need the right advertising (Representatives of the tourism department of the Old City, 2018).

Thus, having found out the opinion of both sides, the “demand” side and the “supply” side, only the process of providing services remains to be analyzed.

It all starts with whether a tourist finds an Information Center. Most tourists are not informed that it exists at all, and therefore simply do not enter and do not acquire any services. If the tourist has found an Information Center - he passes to the front office workers, after which the employees answer the tourist's questions and offer him the requested services. Inside the Information Center, there are also some promotional products (flyers, banners, etc.) that help tourists learn about services that center provides.

However, the majority of tourists come to find out the answers to their questions, they do not ask about the tours, as there are not so many advertisements of the tours themselves, and they do not suspect that they can be purchased in the Information Center. To purchase tours, tourists, in most cases, begin to look for a ticket office or travel agency. Tourists who visited the Information Center and purchased the service

were satisfied. In their feedback, they said that the service (individual tour) was provided accurately and professionally.

3.2. Analysis of current and future opportunities for State Historical-Architectural Reserve “Icherisheher” based on 2016-2018 data, determining future prospects.

In the Old City there is one main service - entrance tickets to museums. This service will never change, only the price changes. Depending on the price, there are changes in my graphics. However, there is a permanent, unchanging schedule - a schedule of visiting the Maiden Tower. Whatever the price, tourists always visit this beautiful sight of our city.

As I already mentioned, in addition to entrance tickets, the old town provides several more services for guests of the capital: guide services, audio guides and tours in electro cars. These three services are popular among tourists, for each of them there is a demand at certain times of the year for certain groups of tourists. Thus, the statistics showed that tourists from Arab countries mainly prefer tours made with electro cars, the services of a guide are more enjoyed by tourists from Russia and the CIS countries, and tourists from Europe prefer an audio guide.

In winter, all services are used much less frequently than in any other. However, in summer this demand curve also does not change much. It reaches its highest peak in the spring and autumn months. This is due to the weather conditions of our city, as well as vacation time abroad.

But this data is not enough to make a plan for the marketing Department. To create a strategy to get out of the current situation, to develop items that will help push the tourism sector to a new level, it is also necessary to conduct a SWOT analysis of competitors. Because as we know, the main task of collecting all this information was to develop a marketing strategy for the tourism sector, and therefore

we need to know how the competitors of the Information Center behave.

The Information Center in the Old City has many competitors. Almost every street has a travel agency, next to the main sightseeing there are many different guides offering different prices for their services. In addition to internal competition in Icherisheher, there is also external competition with travel agencies “outside the walls” of the Old City. Prices for group tours in these agencies are higher than in the information Information Center, but prices set by private guides are much cheaper. Their tour does not include entrance tickets to museums, so they can deduct the cost of the ticket from the cost of the tour, and sell the tour 2-3 times cheaper. To avoid such competition, they need to make a new marketing strategy, about which it will be written in this chapter.

To help the tourism Department of the old city understand who their competitors are and what threat they pose, I conducted a short SWOT analysis of competitors and SWOT analysis for the tourism department and the information center of Icherisheher.

What SWOT analysis is has already been written in part 1. Below you will find a list of questions to ask when compiling a competitor's SWOT analysis. Each of these questions has been answered, and the answers are also provided below.

Question 1: Who are our competitors?

Answer: Competitors in this case are travel agencies in the old city, which have their own representatives. They are scattered throughout the old town, each with a promotional brochures and booklets, as well as photo albums with photos of tours. From here we draw two conclusions:

- 1) Travel companies cover a much larger area thanks to their agents.
- 2) Tourists tend to buy tours, photos that they can clearly see in the photo album or brochures.

Question 2: What threats should we expect from competitors?

Answer: you can expect several types of threats From competitors:

- 1) They can increase the number of agents and their locations, thus blocking

even the flow of tourists who use the services of the Information Center.

2) They can open their offices in several more places, print maps, booklets and brochures, and function as tourist information centers under the guise of a travel company. This can greatly damage the reputation of the tourism Department of Icherisheher, as tourists who use their services will not be aware that this is not an official information center, and in case of complaints and problems, they will write that they have been let down by the Information Center. There may be some misunderstanding.

3) Competitors can for some time to make the price of tours lower than in the Information Center, and to prove themselves by the lowest cost of tours. And if they add to this also excellent quality – it will be very difficult to compete with them.

Question 3: What can be said about the profile of competing enterprises?

Answer: Competing companies sell only tours, which is an advantage for the tourist Department of the old city, which also sells entrance tickets to museums and exhibitions, organizes quests. However, they have a wider range of tours. The competition also is there anything other than rounds.

Question 4: What are the goals you want to achieve competitors?

Answer: Naturally, they are primarily interested in increasing profits. It can be intense and extensive. Intensive increase in profits implies an increase in the number of services, the range of tours. Extensive is nothing more than the usual increase in the number of tourists purchasing the service. For competitors in the face of travel companies, it is more typical to first use an extensive method, and if it does not particularly shift the already existing profit figures, an intensive method will be used.

Another goal of the competitors is to become the number one in the market of tourist services of the old town. Therefore, they are trying to increase the number of tourists who come to them for services.

Question 5: What can you say about the strengths and weaknesses of the companies?

Answer: the Strong point – a lot of agents and an extensive network, the number of tours – they are much more than in the Information Center. The weak point is that they cannot use the full potential of the old city, for example, they cannot include entrance fees in the cost of the tour, as does the tourist Department of the old city. Therefore, in order to keep the low price for a tour of the old city, they are forced not to include tickets in the price.

3.3. Determining future prospects and creating a marketing strategy for the further development of the “Icherisheher” reserve.

Based on all the information received, I can make a list of suggestions for determining future prospects and creating a marketing strategy for the further development of the “Icherisheher” reserve. My suggestions, that are forming the marketing strategy, are divided in three parts: marketing suggestions, suggestions for events and suggestions for PR and sales.

1. Marketing suggestions.

Marketing is a profit stimulant. The more people will know about Icheri Sheher and its monuments, the more tourists will visit our museums and use our services. In most cases, tourists who fly to rest in Baku do not have enough information about Icheri Sheher. But people won't read posters or brochures if they don't want to or don't have time. Therefore, after analyzing the situation, I came to the conclusion that people are more susceptible to advertising "while waiting." That is, when they are waiting for, say, their food in a restaurant, a train in the subway or waiting for the plane to land. At such moments, advertising will be most effective.

Therefore, information about Icheri Sheher and the list of services should be provided at such moments. I propose to do the following.

1) Create and print beautiful double-sided flyers advertising museums or any other products. They need to be placed in the restaurants of the old town, one on the

table. The flyers themselves must be installed inside the plastic holders, so that the paper does not crumple and does not wear out. When the order is made, and the visitor will be waiting for his food, he will have from 5 to 15 minutes of free time. Even if more than half of his time is spent flipping through facebook or Instagram feeds on his phone, the rest will be spent exploring the flyer.

2) Create and print magazines and other types of promotional products (brochures, leaflets, business cards). Having agreed with any local airline (Buta Airways, Azal, Qatar) to place advertising of our products in the aircraft. In flight, people often get bored, and they begin to look for something to do. Some watch movies, someone sleeping, but all they ever watched offer them in-flight magazines. Our advertising should not be complicated by text, there should be more interesting photos with a short description and contact numbers. Such advertising will be interesting not only for tourists, but also for employees of travel companies. For greater efficiency, you can create a promotional video and broadcast it for some time before landing on the screens (if possible).

3) To ensure the arrival of tourists on excursions to the Information Center of the old city you can make discounts. For example, those who flew the aircraft of this airline will be given (for example) a 20% discount on excursions in the old city. It is enough to show your ticket at the box office. This will also encourage airlines to cooperate with the travel Department of Icherisheher and place our advertising free of charge, as it stimulates the growth of ticket sales for their flights. Discount availability, or otherwise, will provide the airline among the rest.

Not the most successful example of such "mutual" advertising about a year ago made McDonalds together with GoSport – when buying food for more than 10AZN provided a discount in the sporting goods store. A better example is McDonalds and CinemaPlus. Having bought the menu for 9.90 AZN, the buyer receives a free ticket to the cinema.

4) Advertising "while waiting" (as discussed in paragraph 1) can be practiced in

other places – in the subway, in the halls of hotels, on posters next to the busiest traffic roads (drivers "in traffic" will pay attention to such a poster, pedestrians too), at bus stops, in cinemas. Anywhere in a crowd of people where they have to wait for something. Place such advertising or not, will depend on the need for it and the material ability to pay for it. The old city has had to deal with this is, when in the Baku metro was the posters advertising exhibitions at the Shirvanshah's Palace.

5) The positive image of the museum is very important. It will attract not only visitors, but also companies. After all, the museum can be used as an arena for your event or corporate party. Companies will also be interested to conduct quests on the territory of the museum, or arrange a display of their products, presentation of a new product/service, etc. Also for companies, you can develop special cards – cards at a discount, etc. it is Important to emphasize that they are special, you need to make them feel important. Service is the first thing that attracts the customer, and the first thing that encourages him to use the service again.

6) In addition to the companies, bloggers will also be interested in museums. There are many local bloggers popular in social networks in Azerbaijan. Their pages are viewed by several thousand users a day, their videos are broadcasted and placed in many Internet resources. If you invite them to visit the old town and shoot their next video in one of the museums, it will be a good advertisement to attract the local population, especially young people. Once upon a time this type of advertising has already been used – clip for one of our national singers was filmed in the Palace of Chervenkov in the Courthouse.

In the 21st century, social networks play a huge role. All communicate and transmit information online. Advertising in social networks is one of the most effective advertising options. But in order to successfully implement it, you need to support it with the trust of the public. By trust we mean that people are more likely to go to the museum if they are advised by someone familiar than if they just see advertising on the Internet.

Therefore, if someone from friends will share on its page some refers or information, it will trust more, than conventional advertising (which, incidentally, often yen).

Therefore, it is so important that visitors to the museum could leave a review about it on the Internet. In addition to the review, they should be able to share photos that will attract more attention and cause increased interest in museums. Museums, first of all, should inspire confidence and an atmosphere of peace and stability.

2. Suggestions for events.

The bulk of tourists and locals visiting the museums of the old town are people of the age category 30+. That gives us a good reason to believe that it is necessary to increase the attendance of young people. But young people are not so interested in the exhibits and monuments themselves as in some unusual events. They do not surprise the usual concert or exhibition of paintings. Activities aimed at young people should be unusual and dynamic. Below are a few suggestions that can attract more people to the museum, especially young people.

1) Many museums around the world hold the event "Night of Museums" - an international event dedicated to the International day of museums, during which you can see the museum exhibitions at night. On this night, many museums are open to visitors after sunset and almost until the morning. The main purpose of the action is to show the resource, opportunities, potential of modern museums, to attract young people to museums. The first "Museum Night" was held in Berlin in 1997.

It is possible to be content with carrying out this action, but for bigger effect it is possible to "improve" this action. Namely, to spend not just a night of museums, but a great event. For example, to make a special, evening text of the tour – perhaps with scary stories or with the information that is not usually included in the text (you can write the text of the tour about the terrible events that actually occurred in the old city). You can also offer visitors to find a "lost tourist" or "Ghost Shirvanshah" - to conduct a small quest. In the evening, more people will be able to come, besides, most

young people will not mind to spend the evening after work. We just need to show them that museums are not dusty shelves and ancient exhibits.

2) It is also possible to hold such an event as "One day in the life of Shirvanshah". On this day, you can dress one of the employees in a Shirvanshah suit. He will walk around the halls, greet tourists, perhaps even tell some stories about the Palace or "about himself". Such small changes in the usual life of the museum will leave a pleasant impression on visitors and will become in their memory. After returning home, they will tell their friends about it, and this is an additional advertising of our old city and our country.

3) In the summer season, you can have a picnic in the open air (in the upper courtyard of the Palace of Shirvanshahs, you can also use the building "Divanhana"). You can offer guests traditional tea and sweets and soft drinks, sandwiches/denari. Any food that you can eat, and which will be most in demand in hot weather. You can also offer sandwiches or chicken in lavash. However, it should be noted in advance that the entrance with food inside the museum is strictly prohibited.

4) Music. National music is a very important part of the culture of any nation. Previously, ashugs were invited to the Palace of Shirvanshahs and paid concerts were arranged. Perhaps, it is necessary to renew this "tradition", but with some changes. Such concerts can be done once a month or three months, they can invite both professional artists and aspiring singers/ashugs or beginner groups/ensembles. It will be mutual advertising for each other, will bring profit and increase attendance and recognition of the museum.

5) When you connect to wi-fi in the old town opens the page of the Internet browser. You can display not the usual text of the greeting, but the Welcoming page, where in addition to the greeting, you can place several icons by clicking on which they can go to certain links. For example, information about museums or other useful information.

3. Suggestions for PR and sales.

People have many wishes and their tastes differ. They have needs that the tourist Department of the old city can meet, but for one reason or another does not. There are many reasons for inaction – both the lack of interesting proposals and the fact that the experience of museums in neighboring countries is little studied. It seems that everything is too simple – you need to expand, offer more products, and it will bring profit. Yes, it used to be, but in the current 21st century the market for goods and services is too unstable and is subject to constant changes. This means that museums must keep pace with the times.

Measures aimed at the improvement of museum activities, need to combine three variables:

- 1) marketing to help you sell the product needed by the consumer;
- 2) advertising, which will allow you to talk about the kind of services to more people;
- 3) feedback from visitors, which will allow identification and preparation, how effective were the measures taken.

In addition to modern advertising of the 21st century, there are many old ways of advertising that will be effective at all times. Take, for example, a chain of restaurants, hotels and cafes Hard Rock – they have a cafe in a separate corner, which sells various products with the name of their brand. Like t-shirts. So people actually pay money to advertise Hard Rock Cafe. In museums, too, can be pull off such "stunts." The most important thing is to develop a beautiful design and make products of good quality, so that the person who bought these products will use it tomorrow. In addition to t-shirts and scarves for adults, you can also produce products for children. Crowds of schoolchildren come on excursions every month, which means that they are potential buyers. Pens, pencils, pencil cases, notebooks and many other stationery will be in great demand (if they will come up with an attractive design). Also here you can include children's coloring books and puzzles, plush toys lions (symbol of the state Shirvanshahs). Naturally, you can not produce the same products all year, for

example, the need for stationery at the beginning of the school year and at the end will be different. Therefore, the number of issues should also be different.

Just children (and many adults too) may like the book of fairy tales. You can make and write, say, "Tales of Shirvanshah Khalilullah I". A small book of 20-30 pages will be interesting and easy to read. It can include many legends about the old city, as well as come up with stories based on these legends. Also for adults, you can write a book about the legends of the old city or 101 interesting facts about Icheri Sheher. It will be interesting and informative, as most tourists are interested in such books and repeatedly asked whether they are on sale and where they can be purchased.

CONCLUSION AND RECOMMENDATIONS

As a result of the work done, the following conclusions were made.

1. Effective marketing starts with a reliable, well-planned marketing strategy. It helps you define your vision, mission and business goals, and outlines the steps you need to take to achieve these goals. Development of marketing strategy is very important for both public and private enterprises. Mainly because marketing is a unique tool that allows an enterprise or institution to flourish in the future, learning from the mistakes of the past. Taking into account the statistics and numerous data of past years, you can create a successful development strategy in the future.

2. Marketing strategy should be planned and developed very carefully, because at first, it affects the way you run your business. Marketing strategy also sets goals and chooses direction for your marketing. Corporate or Company headquarters establish the framework by preparing statements of mission, policy, strategy, and goals, within which the divisions and business units prepare their plans. Some corporations give their business units a lot of freedom to set their own sales and profit goals and strategies. Others set goals for their business units but let them develop their own strategies. Still others set the goals and participate in developing individual business unit strategies.

3. Public relations is a strategic communication process companies, individuals, and organizations use to build mutually beneficial relationships with the public. The main objective of public relations is to maintain a positive reputation of the brand and maintain a strategic relationship with the public, prospective customers, partners, investors, employees and other stakeholders, which leads to a positive image of the brand and makes it seem honest, successful, important, and relevant.

4. Classification of the tourism product formed by tour operators can be carried out according to various principles. From the point of view of market research, the most important and interesting classification is by purpose of the trip.

In terms of travel, all tour packages can be divided into beach vacation tours, sightseeing tours, business trips, corporate trips, event tourism, health and wellness tours, extreme sports tours, pilgrim tours, etc. For the State Historical and Architectural Reserve Icherisheher most important are informative - excursion tours.

5. In world practice, there are two main approaches to the establishment of admission to the museum – Western European and American.

The first approach involves differentiated, fixed admission in two or three categories, which is charged daily, except for one day a week. Usually, students and museum workers use the reduced rate (50%).

The second approach assumes, instead of a fixed admission, “free entry” to the museum, while donations from visitors are actively encouraged. In response to a cash payment, such visitors receive certain privileges.

After analyzing all the data obtained as a result of surveys, interviews, observations and statistics, I developed a marketing strategy points for the reserve. Strategies of the counterattack, the development of a new product and advertising companies are the best fit for this case. I have proposed the following measures, which are also part of the marketing strategy.

1) First, despite the large range of available tourist services, many tourists do not find the one they were looking for among the services. For example, they want to get a gastro tour, but the Information Center does not have this service yet. This suggests that the tourism department should expand the range of services and develop a new tourist product.

2) Secondly, in spite of the fact that the tourism department provides a large number of services - starting with the entrances to museums and ending with the organization of quests, not all services are widely known among tourists. Advertising that is already underway is not enough. If you pay attention to the graphics, it is clear that more people learned about the services of the old city in a year, and twice as many tourists took advantage of these services in 2017.

It is necessary to use all the power of the Internet and social media so that even more tourists learn about the services provided.

3) Thirdly, the level of sales is highly dependent on competitors. Low prices of private guides attract more tourists. This can be fought in two ways: first - to give tourists a guarantee of quality, and second - to inform that the Tourist Information Center is part of the Administration of the Reserve “Icherisheher”, which makes it the only official institution in the Old City that can provide guests of the city professional tourist services. Quality assurance is very important, tourists will most likely purchase a service, the quality of which is guaranteed, and not by an unknown person, but by the Reserve Administration itself.

I can also divide my ideas into measures, that must be taken.

The first measure that had to be taken was to conduct a professional SWOT analysis. In my work, I tried to show that it is this analysis that will help to succeed in advertising the tourist product of the old city.

The second thing that had to be done was to conduct a large advertising online, namely advertising on social networks, record videos on YouTube, spread information in foreign media and online portals.

The third thing I propose is advertising in magazines and newspapers abroad. For example, in magazines on board aircraft — during the flight, tourists occupy themselves with reading these printed materials.

The fourth thing to do is sign contracts with foreign and local travel companies. It will increase a number of tourists and it will solve the problem with tours, so that more tours will be sold. It is also very important to be assure, that all of this contracts work. This item could even be selected first in the "make" list.

My fifth offer is advertising in the restaurants of the oldest city, so that during lunch, tourists can see mini-brochures on the tables and find out what the old city has to offer. It will be very useful, because this type of marketing is widely used in many projects all over the world, so it's world practice.

In the future, in the old town it is possible to create a whole network of tourist services, for example, museums and 3D images, rooms with virtual implementation. In addition, it is possible to implement new tours - a gastro tour, a tour of mosques, baths, old houses, the houses of oil magnates.

In any case, Icheri Sheher has great potential, both in the sphere of tourism and museum marketing, and in the sphere of sales. In the future, it is possible to combine these areas with a museum pass, a pass of the Baku city - BakuCard and also in many other projects.

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