

THE MINISTRY OF EDUCATION OF THE REPUBLIC OF AZERBAIJAN

AZERBAIJAN STATE UNIVERSITY OF ECONOMICS

INTERNATIONAL MAGISTRATE AND DOCTORATE CENTER

MASTER DISSERTATION

ON THE TOPIC

**PERSPECTIVES INCREASING ATTRACTIVENESS OF TOURISM
INDUSTRY IN AZERBAIJAN AFTER THE RESTORATION OF THE
COUNTRY'S TERRITORIAL INTEGRITY**

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BAKU - 2022

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COUNTRY’S TERRITORIAL INTEGRITY”**

Code and name of Programme: 060401 – World Economy

Specialisation: International Economic Relations

Group: 816

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Elmi andı

Mən Mustafazadə Nərmin Vüqar qızı and içirəm ki, “Ölkənin ərazi bütövlüyünün bərpasından sonra Azərbaycanda turizm sənayesinin cəlbediciliyinin artırılması perspektivləri” mövzusunda yazdığım magistr dissertasiyasını elmi əxlaq normalarına və istinad qaydalarına tam riayət etməklə və istinad etdiyim bütün mənbələri ədəbiyyat siyahısında əks etdirməklə yazmışam.

ÖLKƏNİN ƏRAZİ BÜTÖVLÜYÜNÜN BƏRPASINDAN SONRA AZƏRBAYCANDA TURİZM SƏNAYESİNİN CƏLBƏDİCİLİYİNİN ARTIRILMASI PERSPEKTİVLƏRİ

XÜLASƏ

Tədqiqatın aktuallığı: Yuxarı Qarabağ və işğal edilmiş ətraf rayonların zəngin tarixi-mədəniyyətə malik olması, füsunkar təbiəti, zəngin iqtisadi potensiala, həmçinin yeraltı və yerüstü sərvətlərə, geniş turizm potensialına malik olması tədqiqat mövzusunun aktuallığını əsaslandıran amillərdəndir.

Tədqiqatın məqsədi: Tədqiqatın əsas məqsədi işğaldan azad olunmuş ərazilərin bərpasında və inkişafında hazırlanmış layihələrin tətbiqi ilə sosial-iqtisadi inkişafa, həmçinin turizm sənayesinin cəlbediciliyinə nail olmaqdır.

İstifadə olunmuş tədqiqat metodları: müşahidə, müqayisəli təhlil, analiz metodlarından istifadə edilmişdir.

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Nəticələrin istifadə olunma biləcəyi sahələr: Tədqiqat işinin praktiki əhəmiyyəti olduqca böyükdür, belə ki, dissertasiyanın əsas müddəaları, əldə edilən nəticə və təkliflər turizm cəlbediciliyinə dair nəzarət plan və proqramının və hesabatlarının tərtib edilməsində, auditor fəaliyyətinin təşkilinin təkmilləşdirilməsində istifadə edilə bilər.

Açar sözlər: turizm, Qarabağ, investisiya, iqtisadiyyat, maliyyə

PERSPECTIVES INCREASING ATTRACTIVENESS OF TOURISM INDUSTRY IN AZERBAIJAN AFTER THE RESTORATION OF COUNTRY'S TERRITORIAL INTEGRITY

SUMMARY

The actuality of the subject: Upper Karabakh and the occupied territories have a rich history and culture, charming nature, rich economic potential, as well as underground and surface resources, extensive tourism potential.

Purpose and tasks of the research: The main purpose of the study is to achieve socio-economic development, as well as the attractiveness of the tourism industry through the implementation of projects developed in the restoration and development of liberated territories.

Used research methods: observation, comparative analysis, analysis methods were used.

The information base of the research: The research database consists of various local and foreign sources, scientific research, signed decrees and historical facts, reports of the State Statistical Committee.

Restrictions of research: Restrictions on visits to the region due to ongoing construction work in Nagorno-Karabakh.

The novelty and practical results of investigation: According to the scientific and practical results of the research, in addition to increasing the cost of large-scale construction and rehabilitation work in the liberated territories, at the same time effective use of competitive economic sectors, including tourism, public investment, foreign and local investment. Involvement and support of entrepreneurship, especially the development of micro, small and medium-sized businesses, will be an important stage in the new development process of Azerbaijan, as well as further strengthening the foundations of socio-economic development of these areas in the coming years.

Scientific-practical significance of results: The practical significance of the research is very great, as the main provisions of the dissertation, the results and recommendations can be used in the development of control plans and programs and reports on tourism attractiveness, improving the organization of auditing.

Keywords: tourism, Karabakh, investment, economy, finance

ABBREVIATIONS AND SIGNS

ATB	Azerbaijan Tourism Bureau
ILO	The International Labor Organization
UNEP	United Nations Environment Program
WTTC	The World Tourism and Travel Council

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INTRODUCTION

Relevance of the research topic: The travel industry is a piece of social, monetary, political, ecological occasions that has far of authentic foundation. It is one of the most powerfully advancing area with its financial impact on the world economy. Key change in the innovation, improvement of transportation framework and expanding number of convenience choices add to the extension of the travel industry.

Like other divisions of the economy, tourism is also affected by unprecedented virus: Covid-19 a lot. Entry restrictions of many countries due to protecting human health make traveling sense to be unfamiliar. Examples of this could be unworking air and sea transportation, as well as barriers on the borderline. Rather than the physical hurdles, also there were and still are psychological fears about traveling abroad. World population tends to travel solo more in order to avoid possible virus spread. Flow of tourism has propensity to move more on safety and hygiene trends, and shift international travel into local options. Generally, due to the current situation, contemporary tourism industry offers contactless payment and leisure options to the travelers.

Undeniably magnificent environment, landscape and rich nature of Azerbaijan allow it to have long -standing and heavy tourism industry. Location of the country gives predominance to prioritize and vary its touristic sectors and be a center of recreation in the region. After territorial integrity in 2020, economic, social, geographical preconditions were analyzed and future strategies in Karabagh were established with higher sustainability and then, ameliorating processes were commenced as well. Major strategy can be the building up international airports in regained zones. Newly started project of building Lachin, Fuzuli, Zangilan international airports will ease traveling process and certainly, encourage tourists to visit Karabagh, investigate its ancient history. Furthermore, as improvement processes started in this zone, future possible tourism formation in Karabagh can be obtain by suggesting various resting areas, new accommodation options, sanatoriums, balneological services and well-assured hotel complexes. Environment

of Karabagh allows constructing well-equipped and prosperous sanatoriums especially in Kalbajar, Shusha, which will surely bring a number of foreigners to the newly liberated region. Karabagh is a domain that is rich on regular assets, has an unquestionable wonderful nature, and huge the travel industry potential open doors which can include financial backers to co-work with nearby organizations for remodel and potential results after the uprightness. Global co-operation in this field will bring high level of economic income and foster tourism industry in the region, as well.

After liberalization of historical land, President of Azerbaijan stated to prepare the region for a new economic leap via establishing development strategies by State Tourism Agency. It is intended to reconstruct Karabakh and convert it into the major touristic zone of Caucasians. State program has adopted to prospect a myriad of touristic sectors in the historical land of Azerbaijan.

Statement of problem and learning level: Among foreign scientists V.A Kwartalnov V. Lazar, A.B Zdorov, İ.T.Balabanov, V.B.Saprunova, A.İ.Balabanov, A.P.Duroviç, İ.V.Zorin, N.I Kabushkina and others have conducted a number of studies in this area. The following aspects of this problem in Azerbaijan are the following economist reflected in the works of scientists. A.A Nadirov, A.K Asgarov, A.H Nuriyev, O.G Alirzayev, A.A Salmanov, R.M Gasimov, F.P Rahmanov, Y.Zeynalli, B.A. Bilalov, S.H.Rahimov, H.B.Soltanova, V.S.Dargahov and others. The urgency of the problem and insufficient research of the dissertation conditioned the choice of the subject. Among foreign scientists V.A Kwartalnov V. Lazar, AB Zdorov, İ.T.Balabanov, V.B.Saprunova, A.İ.Balabanov, A.P.Duroviç, İ.V.Zorin, N.I Kabushkina and others have conducted a number of studies in this area.

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The urgency of the problem and insufficient research of the dissertation conditioned the choice of the subject.

Purposes and objectives of the research: The purpose of the study is to study the existing potential of the Karabakh economic region, to make recommendations on well-structured ways to re-evaluate the development policy of the tourism industry in the region

Main tasks of research:

- Investigation of financial improvement of the travel industry
- Establishment of development trends of the modern market of tourism services
- To concentrate on the effect of the Coronavirus on the travel industry
- Examination of authentic, financial and geological introductory information for the advancement of the travel industry in the freed domains
- Investigation of the condition of the travel industry in Azerbaijan
- Study of prospects for tourism development in Karabakh and East Zangazur regions

Object and subject of the research: The purpose of the study the field is to highlight current and possible conditions in Karabakh after liberalization in 2020 and give recommendations about well-structured ways for re-assessing sustainable development policy of tourism industry after territorial integrity.

Research methods: The hypothetical and systemic premise of the exploration is the cutting edge aftereffects of central financial examination in the field of advertising idea, promoting hypothesis and showcasing techniques. Scientific methods - dialectical method, analysis, synthesis, laws of formal logic, as well as systems analysis, mathematical statistics, graphical analysis, generalization, abstraction were used in the research process.

Research database: Publication of the research database on the topic in the country and abroad scientific articles, monographs and textbooks, government agencies - Central Bank, SSC statistics, international organizations - WTO, the annual statistics of the World Trade Organization organizes publications.

Research limitations: Scientific-theoretical research on tourism references to approaches are given. Predominantly in the travel industry area of Azerbaijan studies

have been led. Economy working in the travel industry area There are troubles in acquiring factual information of the subjects.

Scientific novelty of the research: The appeal of the travel industry to the Nagorno-Karabakh monetary district has been examined from a logical and systemic perspective

Scientific and practical significance of the results: Proper in the tourism sector directly to the country in the case of guided and implemented reforms to raise living standards, recognition abroad, economic development, will have a substantial effect. Non-oil foundation of oil-based economy. The main steps in the transition to the economy are the development of these areas realizing that it should be the main goal of the nation.

Tourism from research work economics, Management of Regional Economy, Economics of Fields as well as the development of tourism can be used in strategies and applications.

CHAPTER I. THEORETICAL BASICS OF DEVELOPMENT OF THE TOURIST INDUSTRY

1.1. Socio-economic significance the development of the tourism industry

The travel industry in the cutting edge world is considered as a financial peculiarity that in a roundabout way affects the improvement of all connected foundation. Modern tourism is based on a high level of development of transport, social and service sectors, which ultimately turns it into a highly profitable sector of the economy. At the same time, tourism is internationally recognized as the most promising field of activity, which is important not only in terms of economic growth, foreign exchange earnings and increased employment, but also for environmental, cultural and social consciousness, peace consolidation and recognition of international cooperation.

In addition, the functioning of the regional tourist complex itself can bring considerable income to the regional budget. The travel sector, being complex, has a stimulating effect on the development of tourism-related economic activities, such as transport, communications, trade, souvenir production, services, catering, agriculture, construction and others, is one of the driving elements of financial advancement of locales.

Each subsystem, despite its internal complexity, is an element of a higher-level system (social sphere, economy, etc.). Tourism subsystems have their own goals, which are at the same time the goals of the tourism system, they are harmoniously connected and balanced with each other, the elements of the subsystems are mobile, they can move from one subsystem to another, are characterized by different states and properties depending on the current needs and tasks of the tourism system.

The social subsystem of tourism manifests itself not only through its influence on the social component of society, but also creates a system of social tourism, which functions as a non-profit sector with the support of the state and municipalities, state non-budgetary funds, and employers' funds. The social system includes bodies of state and municipal management of tourism, state and municipal enterprises and

institutions providing state services in the field of tourism, non-profit educational and scientific organizations, institutions of social services for the population, health resort organizations, etc.

The tourism market is the economic subsystem of tourism. The tourist market is characterized by integrity, structuredness, interdependence and connection with the external environment, hierarchy, purposefulness of the behavior of the subjects of relations in the field of tourism, self-organization. It includes various types of activities and sectors of the region's economy, as well as public relations in the field of tourism business. In accordance with Art. 3 of the Law on Tourist Activity, tourist activity is one of the priority sectors of the economy of the Azerbaijan Federation.

In turn, persons engaged in tourist (tour operator and travel agency) activities along with other subjects of the provision of services in the field of tourism, as well as objects and means of entrepreneurial activity (objects of educational and sports purposes).

The purpose of the economic subsystem of tourism, in our opinion, is the creation of a competitive national tourism industry capable of self-development and ensuring the implementation, in addition to economic, also environmental, social, cultural and other goals of the tourism system (Cabbarov Ə, 2015: p.167).

Since the development of tourism contributes to the development of related industries, it can be said that it allows you to obtain a multiplier impact in the economy of the locale, including:

- stimulates the development of accommodation facilities and catering facilities;
- an increase in the utilization of accommodation facilities and catering facilities leads to an increase in the income of enterprises, which expands their investment opportunities;
- contributes to the achievement of the goals of the regional policy on the formation and functioning of infrastructure. Funds received from tourism will be used for the construction and reconstruction of highways, the development of communication systems and the organization of road services;

- has a direct impact on the increase in retail trade turnover and sales volumes of services;

- has an impact on the social component of the region (an increase in the number of jobs, an expansion in the pay of the populace, an expansion in the personal satisfaction of the number of inhabitants in the area);

- leads to the rationalization of nature management;

- in most cases, unlike other uses of biological resources, tourism does not lead to their physical destruction, thereby preserving the biological diversity of the region;

- contributes to the preservation of the cultural identity of the local population;

- tourism is the most adequate form of environmental education;

- tourism contributes to the restoration of mental and physical health of a person;

- the infrastructure created for the development of tourism can be used both for the needs of tourists and for the needs of the local population;

- tourism generates a secondary demand for goods and services (multiplier effect), obtained from the rate of turnover of tourist expenses.

- the development of tourism makes it possible to obtain additional financial resources from charge incomes to the local spending plan, which, with their intended use, can be directed to the preservation of historical and architectural monuments, the improvement of cities and rural settlements.

The money related proficiency of the travel industry infers getting a choose up (monetary affect) from the organization of tourism on a regional scale, guest organizations to the people of the district, and the era and benefit handle of traveler firms. The money related productivity of the travel industry is an essentially component of the for the most part capability of social labor and is communicated by certain criteria and pointers. It is judicious to consider the issues of tourism capability utilizing a proficient approach, which incorporates the establishment of different criteria and pointers for particular levels of organization and a certain movement of destinations and the comparing execution criteria.

Table 1: Some positive aspects of the activities of the components of the tourism industry

	Economic impact	Socio-cultural impact	Environmental impact
Scope of placement	Employment and income for the local population;markets for local goods and services;creation of a more modern infrastructure	Prevention of migration, especially when accommodation facilities are located in remote and rural areas;preservation of the traditional style of architecture	An alternative to another, more destructive activity;protection of nearby natural sites
Cruises	Expanding participation in the international division of labor;employment and income for the local population	Concentration of activities near terminals	Creation of funds for the study and protection of natural objects
Sphere of entertainment	Basis for starting the diversification of the local economy	Contribution to the development of local traditions	
Nutrition sphere	Growing consumption of local goods;connection with other sectors of the economy (with agriculture, etc.)	Maintaining traditional forms of farming	Providing opportunities for the development of consumption of natural products (and therefore reducing the use of pesticides)
Transport	Stimulating the development of related industries;introduction of various taxes and fees into the regional budget	New opportunities for cultural and social exchange	

Sources: <https://www.sciencedirect.com/science/article/abs/pii/S0261517715000412>

Tourism income is the revenue of organizations and enterprises from the sale of services and goods to tourists. A region's income is taxes derived from that proceeds and left at the disposal of the region. Tourists' money begins to fully work for the economy of the region when the tourist organization buys local (regional) goods and services (Cabbarov Θ , 2015: p.267). The sellers of these goods and services, having received money from tourists, pay wages from them to their employees, who, in turn, spend them on the purchase of goods and payment for services, etc. The cycle repeats itself. Part of the money received from tourists is spent on paying taxes,

creating an accumulation fund, buying imported goods and goods produced in other regions, i.e. represents the leakage of money from a given cycle.

Table 2: Some negative aspects of the activities of the components of the tourism industry

	Economic impact	Socio-cultural impact	Environmental impact
Scope of placement	Increase in the cost of land lease; loss of economic independence	Seasonality of employment and low job status for local workers	Intensive use of resources, water pollution, increased waste and loss of agricultural land
Cruises	Enclave structures; minimum financial flows to the receiving party (on land)	Use of foreign workers	Massive solid waste pollution; use of fuels with harmful impurities
Sphere of entertainment		Borrowing of foreign cultural values, clash of material and spiritual interests. Consumer Attitude Towards Local Culture - The Zoo Effect	Noise pollution; degradation of natural resources and landscapes
Nutrition sphere	Import growth as a threat to local producers	Conflict with the local population, because the best products are offered to tourists	Growth in the number of plastic packaging; load on agriculture due to increased food consumption
Transport	Economic weakness of the region due to the high proportion of foreign capital		Increased displacement creates additional noise and air pollution

Sources: <https://www.sciencedirect.com/science/article/abs/pii/S0261517715000412>

The social impact of the improvement of the travel industry in the locale is showed, most importantly, in the making of unexpected positions in the travel industry, an expansion in work of the populace, as well as in animating the advancement of monetarily frail areas.

The development of the tourist complex in the region and the improvement of the quality of tourist services are an additional source of the formation of the revenue side of the territorial budget.

The formation and development of tourism as an industry is characterized by a system of certain economic indicators that reflect the quantitative volume of the sale

of tourist services and their quality side, as well as the economic indicators of production and service activities of tourist business entities.

The development of the tourist complex and tourism in the region not only positively, but also negatively affects the economic, social and environmental components. Let us dwell on some of them in more detail and highlight the positive (from the point of view of sustainable development) and negative aspects of their activities (Tables 1, 2).

The immediate, aberrant and roundabout effect of the travel industry on the economy of the domains is evident. Logical examination in the field of the effect of the travel industry on the economy of Azerbaijan areas is at the phase of arrangement and improvement, such investigations are done with the cooperation of Rosstat, Rostourism, territorial the travel industry organizations, the endeavors of higher instructive establishments, research foundations, counseling organizations, as well as worldwide associations managing issues the travel industry. In this way, the World The travel industry and Travel Gathering (WTTC), which unites driving specialists in the field of the travel industry and travel and is attempting to draw in the consideration of states to the travel industry as vital region for financial turn of events, routinely leads research on the travel industry for territorial turn of events.

The assortment of the travel administrations and industry items makes it challenging to evaluate the aftereffects of the travel industry exercises. These challenges come from the way that the volume of the travel industry labor and products is undeniably challenging to decide for various reasons (Əlirzayev Ə.Q, 2016: p..94).

First, all tourism-related products and services are consumed by local people. This applies to transport, catering, leisure, etc. Secondly, tourists purchase both tourist and non-tourist goods, which include food, clothing, medicines, etc. Thirdly, tourist activities are produced as tourist and non-tourist goods, in particular, hotels can offer personal services, business services, beauty services, etc. For these reasons, it is difficult to measure the role of tourism in the regional economy.

1.2. Trends in the development of the modern market of tourist services

The outbreak of the coronavirus has changed the agenda for businesses, which should start thinking about both how to respond to major shocks and plans to rebuild and transform work in the future as soon as possible.

Global tourism market has sharply affected by coronavirus, which is the worst situation since 1989. Tourism market and its upcoming revenue hit severely, due to the certain restrictions. From 2019 tourism market commenced to shake and experienced of declining nearly 60%.

The worldwide tourist arrivals declined aggressively in 2020 due to the new trend of Covid-19 and reached approximately 403 million people who travel worldwide. In the subsequent year, the number of tourist arrivals launched with increase by about 4.6% and got to the point totalling roughly 421 million. In the year of 2021 tourism market a little fleshed out and the international tourist arrivals stayed at about 421.3 million (<https://www.statista.com/statistics/209334/total-number-of-international-tourist-arrivals/>).

We've identified five priority areas, primarily based on the lessons that companies in China and other Asian countries hit first by the epidemic have had to learn.

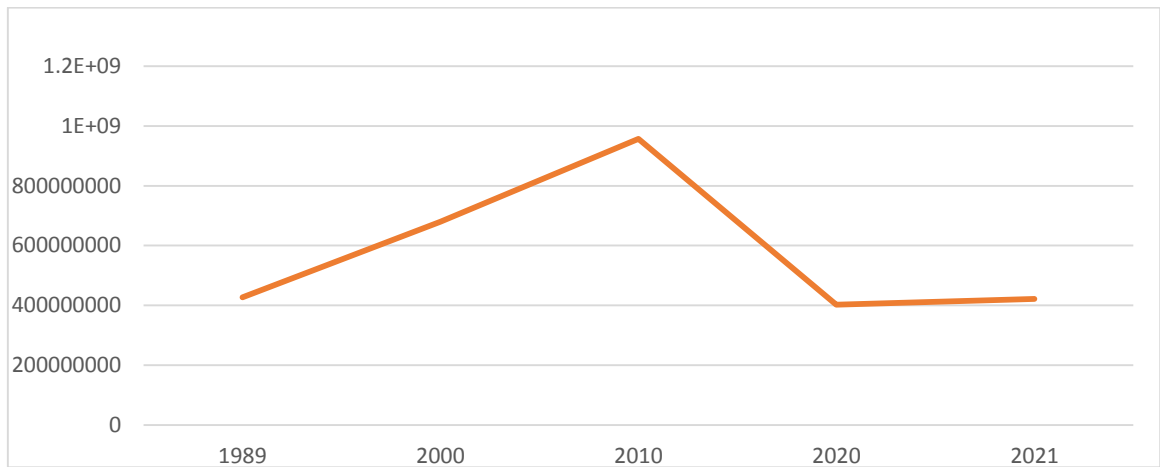
1. Safety of people and business continuity:

The safety and well-being of workers have become increasingly important. People expect instructions from employers, public figures and politicians. An open and transparent dialogue will help reduce tensions, increase cohesion and ensure the smooth running of the business as a result.

Companies can take a number of measures, such as presenting or extending adaptable working hours and finding other openings, to empower workers to work from domestic and be secure. Depending on the industry, it is conceivable to reorganize groups and reallocate assets, as well as create measures to ensure faculty and make a secure working environment. In expansion, normal mailings can be organized to keep representatives educated of the current circumstance and choices

taken at the government and wellbeing specialists. This will offer assistance the staff and the organization survive the emergency.

Diagram 1: International tourism arrivals by years (2020)



Source: <https://data.worldbank.org/indicator/ST.INT.ARVL>

It is important to find a balance to support current operations in the new environment with minimal business losses. If the nature of the work makes it difficult for staff to work from home or move to flexible hours due to the need to stay in the workplace or interact with customers, measures should be taken to prevent the spread of the virus.

In an effort to keep workers safe, municipal authorities in some regions are working with big data collected by IT companies and mobile operators to create a QR code system that tracks a person's movements and allows them to confirm that they have not been in high-risk areas in the past 14 days. risk. At the central and local level, decisions are made on partial or full exemptions from the payment of rent and social security contributions, or granting an extension.

But even with all these measures, some companies will not be able to avoid operational disruptions. Restrictions on the movement of employees, which are introduced in different countries at the national and local level, lead to shortages of personnel and increased costs. Companies facing unusual issues that have not been addressed by their coronavirus initiatives should seek advice from their local authorities. A number of countries are adopting programs for financial and other

support for small businesses and entire industries, including hospitality and tourism, which are under serious threat due to COVID-19.

2. Modern business continuity strategy

Many will not be able to avoid significant disruptions to operations during the COVID-19 epidemic, and this will affect the effectiveness of the business. Enterprises working with China were the first to be hit by the crisis - they began to experience serious supply problems. Today, both Europe and the United States are in crisis, with more companies experiencing disruptions and shifting consumer demand, especially in industries such as consumer goods, retail, manufacturing, biotechnology and automotive.

In order to survive a crisis, a business should:

Track short-term liquidity. Companies need to implement a procedure for monitoring short-term cash flows in order to be able to predict their reduction in time and take prompt action. It is also necessary to improve the efficiency of working capital management, especially in terms of collection of receivables and control of stocks. In addition, it is important to seek out-of-the-box solutions and stay proactive to shorten the working capital cycle. Particular attention should be paid to regular interaction with suppliers in order to notice potential risks in time.

Assess financial and operational risks and respond quickly to them. Companies need to monitor for signs of rising direct costs and profitability so that they can quickly begin negotiating contract renegotiations, if necessary. Those who fail to respond in time or fail to renegotiate agreements can face financial problems with long-term consequences (Soltanova H.B, Hüseynova Ş.H, 2017: p.141 s).

In addition to monitoring vulnerabilities within the company, it is also necessary to monitor factors that can affect customers, suppliers, contractors and partners. In particular, it is possible to carry out a kind of stress testing of the business of the supplier of the first and second tier, which may be hit by the crisis. This is especially true for the automotive and pharmaceutical industries, which rely heavily on third-party suppliers. Finally, it should be remembered that the risks of asset impairment can not only worsen the state of the entire balance sheet, but also lead

to violations of the restrictive conditions of agreements with banks and other credit institutions.

Explore supply chain alternatives. Companies that buy parts and raw materials from markets overwhelmed by the coronavirus should consider looking for alternatives. For example, one Japanese manufacturer is considering relocating a commercial air conditioner assembly plant to Malaysia based today in Wuhan, the capital of Hubei province, which has been quarantined due to the coronavirus outbreak. Meanwhile, an international apparel company intends to relocate production from Wuhan to Vietnam and Indonesia. Such quick measures will provide temporary space to fulfil obligations to clients. Companies that purchase goods as demand arises or have informal agreements with various service providers, including logistics, should be prepared for possible supply problems both during the crisis and after it due to a potential surge in demand.

Organizations that adhere to the principle of transparency and conduct open communication with customers and suppliers have an advantage in situations where it is necessary to quickly respond to events and change.

Determine the impact of the COVID-19 outbreak on budgets and business plans. Companies should test their financial plans for sustainability in various scenarios to assess how the crisis might affect financial performance and how long it will last. If business plans and budgeting prerequisites are out of date due to the effects of the crisis, they will have to be revised to adapt to the changes. And if the impact of a pandemic is threatening to become devastating, the minimum necessary to support operations should be determined in terms of staffing, supplier relations, capacity and technology allocation (Soltanova H.B, Hüseynova Ş.H, 2017: p. 141).

There may likewise be issues with transient capital renewal to guarantee business congruity. In light of the aftereffects of the investigation, it is feasible to think about drawing in transient capital, renegotiating obligation, drawing in extra advances from banks and financial backers, and applying for government support. In addition, it is necessary to comprehensively analyse operating costs in order to reduce as much as possible all non-business-critical items.

3. Interaction with stakeholders

Transparent, direct and regular dialogue can be a good foundation for transforming operations and obtaining on-going support from consumers, workers, suppliers, lenders, investors and regulators.

Consumers. Companies should inform consumers in a timely manner about possible disruptions in the supply of goods or services. It is extremely important to have open communication channels in case of non-fulfilment of contractual obligations due to a production or supply disruption in order to inform contractors in time about delays or the occurrence of force majeure circumstances. Such proactive actions will help to avoid penalties for non-fulfilment of obligations to consumers.

Workers. The way people interact with people should aim to find a balance between taking precautions and maintaining a working attitude.

Suppliers. Companies need to constantly stay in touch with suppliers of goods and services in order to be prepared for possible disruptions due to the COVID-19 epidemic, to understand their time frames and to be able to quickly find alternatives.

Lenders and Investors. It may be necessary to analyse loan agreements, the failure of which is associated with special risks. It is also important to avoid formal breaches of conditions. Timely action can pave the way for negotiations with creditors to renegotiate or refinance debt.

Regulators. The companies' lawyers may need to be consulted regarding their potential obligations. Business units may be required to engage heavily with stakeholders to resolve disputes and gather evidence.

Companies should consider how reliable their supply chain is and whether they are flexible enough to withstand a crisis for three months.

4. Get maximum support from the state

China is taking a number of measures at the national and local level to support business, including in terms of financing, social security and taxation. The China Securities Regulatory Commission, for example, has begun offering debt refinancing to public companies. The US, the UK and several other developed

countries recently announced a decision to revise some aspects of taxation and financing mechanisms. Companies need to track what support measures are being taken at the state level, which of them can bring the maximum benefit, taking into account the specifics of the business, and what other assistance they can receive. Government support programs may vary by industry and country. It is necessary to identify and analyse all the available opportunities in order to understand which of them will bring the most benefit to the organization.

In particular, China's State Tax Administration has issued a series of regulations to support efforts to contain the epidemic. They provide:

- VAT exemption or VAT refund for organizations performing epidemic control work or producing essential supplies for contaminated regions.
- Full income tax exemption for purchases of equipment for the production of preventive care products.
- Income tax exemption for bonuses and other incentive payments to those participating in epidemic containment activities.

Encouraging public donations

Temporary insurance premiums and tax exemptions provided by the tax administration and the Treasury have helped ease the burden on companies.

Other countries affected by the epidemic, including Singapore and Japan, are taking similar government measures. Companies should monitor government initiatives in order to take advantage of the opportunities offered and to protect themselves from risks.

5. Increasing resilience and readiness for a new "normality"

After testing the strategies for strength and agreeing with stakeholders on possible development paths, it will be necessary not only to implement the adjusted plans, but also to closely monitor the development of the situation, which remains uncertain. Significant deviations from the planned plan should be noticed in time by the management. So the organization will be able to quickly respond to them and avoid additional negative consequences.

Once the Covid pestilence is managed, it will be important to re-examine and change intends to keep up with business congruity. It is additionally essential to assess the viability of the actions taken. In the event that holes are recognized, their potential causes ought to be perceived, which might incorporate delayed action, underdeveloped infrastructure, staff shortages, or external environmental factors. The lessons learned can form the foundation for developing new operating principles and contingency plans that will help make your business more resilient in the face of future challenges (Eduardas Spiriajevas, 2020: p.118-128). Financial services organizations can, in the interest of all, offer more flexible working capital products and additional short-term lending to support the economy. The COVID-19 epidemic could not have been predicted based on common logic and available forecasting tools. However, companies can learn many lessons that will continue to be beneficial in the aftermath of a crisis if they take a holistic view of their responses (Əlirzayev Ə.Q, 2016: p.194).

In the meantime, when making decisions, companies need to be guided by the fact that the crisis will eventually end. Once completed, it will become clear which companies are flexible and resilient enough to effectively transform business strategy and achieve future prosperity. In the long term, it will be necessary to go back and assess the effectiveness of activities, leadership and initiatives during the crisis. It is also important to analyse the assumptions on which the supply chain and other key business elements are being built that are most at risk due to the epidemic. When the crisis subsides, companies will need to reassess the effectiveness of management during the epidemic and understand how to become more resilient to cope with new shocks in the future.

Companies around the world are trying to understand how the COVID-19 will affect their businesses. However, the current crisis is not only serious risks, but also an opportunity to find new areas for increasing resilience and transforming activities for the future (Soltanova H.B, Hüseynova Ş.H, 2017: p.145). Despite the fact that the COVID-19 pandemic continues to spread around the world in the first quarter of 2021, the development of the tourism industry in the post-pandemic period is already

a major topic of discussion. According to experts in this field, an increase in the number of vaccinated people will gradually help to reduce travel restrictions, and from 2022 the situation will begin to normalize. Even the emergence of a new strain of the COVID-19 virus in the first quarter of 2021 is prompting many states to abandon their efforts to reduce travel restrictions.

The UNWTO Travel Restrictions Report analyses the current situation in 217 destinations around the world. It turned out that since the beginning of February 2021, 32% of all destinations in the world (69 destinations) are completely closed for international tourism. More than half of them (38 destinations) are closed to tourists for at least 40 weeks. At the same time, 34% of the world's destinations are currently partially closed to foreign tourists. The Welcome City Lab platform, together with the French Tourism Agency Atout France, this year prepared a special document listing the main innovative development directions in the tourism sector. It identifies five trends in the development of the industry, taking into account the impact of the pandemic. These are care for the health of tourists and compliance with sanitary standards, digital transformation, focus on conscious consumption and Low Tech (production of goods and services with minimal harm to people, animals and the environment), immersive technologies (combining reality and virtual effects for greater immersion in a new space), focus on cities as a centre of innovation. The digitalization of the tourism sector began long before the pandemic. Services such as Skyscanner, Booking.com, Airbnb gave tourists the opportunity to easily and easily plan their trips on their own, and more and more people preferred individual tours instead of package tours. Despite the powerful decline in the industry, COVID-19 turned out to be an unexpected catalyst for innovation and the integration of new technologies into the industry, according to WTTC experts in the current forecast. They note that the acceleration of the digital agenda is one of the positive results of this crisis, along with the development of new business models that embody the goals of sustainable development, the introduction of eco-tourism, the involvement of different social groups in the sector, as well as the evolution of demand and the rethinking of the role of safety and health.

1.3. Consequences of the impact of the COVID-19 coronavirus pandemic on the development of the tourism industry

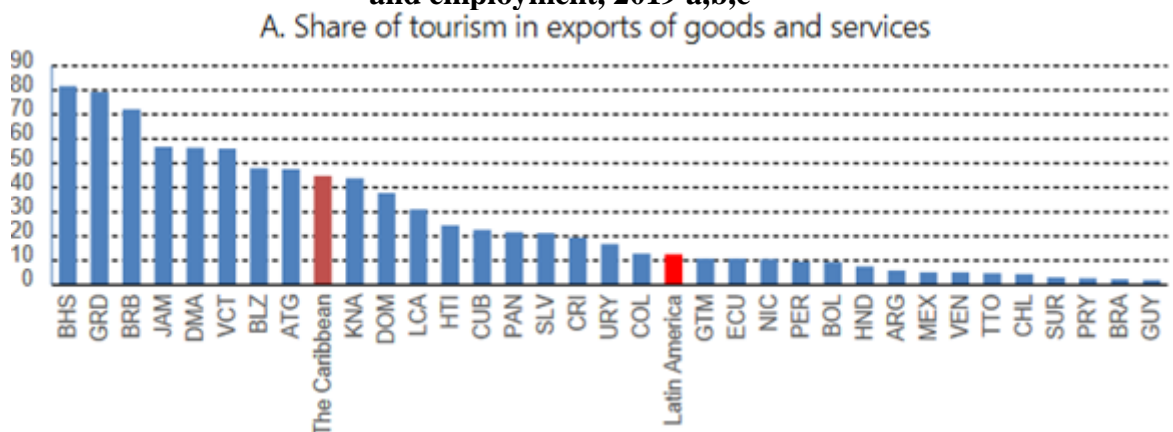
Non-industrial nations will be hit hardest as the absence of far and wide immunization will drive vacationers off. By district, focal America will experience the ill effects of the travel industry emergency on gross domestic product, and by nations Ecuador will be the most powerless after turkey. specialists don't expect the pre-pandemic degree of worldwide vacationer convergence to return by 2023 or much later.

As per a report by the Assembled Countries Gathering on Exchange and Improvement delivered Wednesday, the drop in worldwide the travel industry due to the Covid pandemic could bring about a deficiency of more than \$ 4 trillion in worldwide Gross domestic product during 2020 and 2021.

The assessed misfortune because of the immediate effect of the pandemic on the travel industry and its cascading type of influence in different areas is firmly connected with it.

The report, distributed together with the World The travel industry Association, says that global the travel industry and related areas experienced a \$ 2020 trillion misfortune in 2.4 years after a sharp decrease in worldwide vacationer travel.

Diagram 2: Latin Amerixa and Caribbean: share of tourism in total exports, GDP and employment, 2019 a,b,c



Source: https://issuu.com/publicacionescepal/docs/recovery_en, 01.01.2021

The travel industry relies upon antibodies

The report cautions that a comparable misfortune could happen this year, noticing that the recuperation of the travel industry area will rely generally upon the worldwide sending of Coronavirus antibodies.

“The world requires a worldwide immunization exertion that safeguards laborers, mitigates unfavorable social effects, and arrives at vital conclusions about the travel industry, considering conceivable primary changes,” she said, Secretary General of the Gathering Isabelle Durant.

Thus, Secretary General of the UN The travel industry Office Zurab Pololikashvili guaranteed that this area "is a lifeline for a large number of individuals, and elevating inoculations to safeguard networks and backing their recharging is fundamental to reestablish occupations and create genuinely necessary assets, particularly in emerging nations, a considerable lot of which depend intensely on global the travel industry." Distinct regions of the world were influenced by pandemic variously. Starting with 2019 tourist arrivals in Europe on international base declined by 70%. Tourism sector is one of the significant source of income to Europe and GDP of the region. Due to the trend of Covid-19 tourist contribution to the total GDP dropped almost by half in 2020 with 4.9 %, however it was about 9.5 % in the previous year ([https://www.europarl.europa.eu/RegData/etudes/STUD/2021/690884/IPOL_STU\(2021\)690884_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/STUD/2021/690884/IPOL_STU(2021)690884_EN.pdf)).

Agricultural nations hit hardest:

Inoculation against Coronavirus is more articulated in certain nations than others, as indicated by the report, so monetary misfortunes from the travel industry are diminishing in most evolved nations, however exacerbated in emerging nations, where absence of immunizations is keeping down vacationers.

Coronavirus inoculation rates fluctuate across nations, move from under 1% of the populace in certain nations to more than 60% in others .As per the report, uneven immunization sending enhances the monetary effect on non-industrial nations, as they can represent up to 60% of worldwide Gross domestic product misfortunes.

What's more, the travel industry area is supposed to recuperate quicker in nations with high immunization rates like France, Germany, Switzerland, the

Assembled Realm and the US. Yet, specialists don't expect the arrival of the worldwide traveler stream to the pre-pandemic level, until 2023 or even later.

The principal hindrances are travel limitations, slow control of the infection, low travel certainty and a poor monetary climate (Eduardas Spiriajevas, 2020: p.118-128).

In spite of the bounce back in 2021, the misfortunes will add up to a trillion bucks. Worldwide the travel industry is supposed to restore in the last part of this current year, however the meeting report actually refers to misfortunes of \$ 1.7 trillion to \$ 2.4 trillion of every 2021, up from 2019 levels. The outcomes depend on reproductions that just mirror the effect of diminished the travel industry, disregarding arrangements that could relieve the effect of the pandemic on the area, for example, financial upgrade programs. The report evaluates the monetary effect of three potential situations, all mirroring a decrease in worldwide visits to the travel industry area in 2021.

The first, projected by the World The travel industry Association, mirrors a 75% decrease in global traveler visits, the most critical gauge in view of the decay seen in 2020.

In this situation, a \$ 948,000 billion drop in worldwide the travel industry incomes would cause a \$ 2.4 trillion misfortune in genuine Gross domestic product, a 2.5-overlap increment. This proportion changes enormously from one country to another, as some might twofold and others might significantly increase or fourfold.

As indicated by the report, this is a multiplier that relies upon subordinate impacts in the travel industry area. , including joblessness of untalented work. For instance, global the travel industry represents around 5% of Gross domestic product in Turkey, and in 2020 the quantity of worldwide traveler visits in the nation diminished by 69%.The fall in the travel industry interest in the nation is assessed at \$ 33,000 billion, causing misfortunes in firmly related areas like food, drink, retail, correspondences and transportation.

The total drop in production in Turkey is \$ 93,000 billion, which is about three times the initial effect. The decline in tourism alone results in a loss of real GDP of about 9%. This decline was partially offset by fiscal stimulus measures. The second

scenario reflects a less pessimistic outlook and assumes a 63% reduction in international tourist visits.

Also, the third situation considers the variable paces of public and local the travel industry in 2021. For instance, it proposes a 75% decrease in the travel industry in nations with low inoculation rates and a 37% decrease in nations with somewhat low immunization rates.

The decrease in the travel industry causes a normal of 5.5% development in joblessness among the incompetent workforce, with a wide reach from 0% to 15%, contingent upon the significance of the travel industry to the economy. Finance represents around 30% of movement spending in both created and agricultural nations. This area utilizes numerous ladies and youngsters who have moderately couple of boundaries to passage into the area.

Last July, the Assembled Countries Meeting on Exchange and Advancement assessed that halting worldwide the travel industry for four to a year would cost the worldwide economy \$ 1.2-3.3 trillion, including roundabout expenses.

Be that as it may, the misfortunes ended up being more terrible than anticipated, as the estimate of even the most dire outcome imaginable of the last year ended up being hopeful, as the quantity of worldwide travel stays low significantly over 15 months after the beginning of the pandemic .

Among January and December 1000, global vacationer appearances fell by around 74 billion excursions, or 2020%. Barring January and February 2020, preceding the pandemic, the drop in appearances is 84% .Emerging nations have been hit hardest by the pandemic in the travel industry area. These nations encountered the biggest decreases in vacationer numbers in 2020, assessed at 60% to 80%.

By locale, Focal America will experience the ill effects of the effect of the travel industry emergency on Gross domestic product, which might lose up to 11.1%. By country, Ecuador will be the most defenseless after Turkey and will surrender to 9.0% of its Gross domestic product, Argentina might lose 2.4%, and Colombia - 2.3%. The decay will be more modest in Mexico (1.6%) and Brazil (0.6%). As far

as concerns its, another UN office, the Global Work Association , has featured the need to foster arrangements to remake the travel industry in Latin America and the Caribbean , consequently advancing one of the most powerful areas of the economy expected to create unfamiliar trade, pay and jobs. Tourism has been hit hard by the pandemic emergency in the locale. While absolute work declined by a normal of 24.8% in the second quarter of 2020, employment misfortune in the inn and eatery area in Latin America and the Caribbean came to 44.7%. "The travel industry recuperation is straightforwardly subject to expanded immunization and satisfactory word related security and wellbeing measures. Resuming this area could meaningfully affect the economy and work, which could be basic in beating the pandemic emergency, "said Vinicius Pinheiro, UN Organization Chief for Latin America and the Caribbean. What's more, that's what he added "area recuperation arrangements must assist with working on the nature of occupations and animate the formalization of the work market. Supporting miniature and private ventures is basic to the neighborhood advancement advantages of the travel industry".

In a specialized note named "Towards a reasonable business recuperation in the travel industry area in Latin America and the Caribbean" , which is important for the ILO Local Office's Work Audit series, that's what the Association stresses, before the 2019 pandemic, the travel industry economy, which incorporates both the travel industry, and every one of the areas that rely upon it, represent 26% of all out Gross domestic product in the Caribbean and 10% in Latin America.

It likewise expresses that the decrease in business didn't influence all laborers consistently: the misfortunes were more noteworthy for ladies, youthful specialists, traveler laborers and the people who were selected to casual positions.

In 2019, ladies were overrepresented in the inn and café area, where 58% are utilized, and in the absolute number of occupations they reach 42.5%. One more over-addressed bunch in the area is youthful specialists younger than 24, who represent 20.9% of work in the area and 13.5% of all out business.

Before the pandemic, the portion of casual work in the travel industry was higher than in all circles of action: 63.3% of lodging and eatery laborers in the area worked in casual circumstances, while this rate was 51.8% of complete business.

The travel industry is portrayed by a higher level of laborers who worked parttime in 2019, with parttime business influencing 25.9% of absolute specialists and 31.2% of those utilized in inns and eateries. It is additionally a moderately low-wage area, as indicated by the report: The travel industry laborers procure a normal of 75% of laborers' profit joined. Reestablishing useful business, respectable work and reasonable endeavors. ILO investigation features the need to foster arrangements to advance useful work recuperation, respectable work creation and supportable organizations in the travel industry area, particularly for those confronting the difficulties of high casual business, underemployment and low pay. Also, area support strategies ought to zero in on safeguarding the climate and expanding the advantages to have networks and limiting the adverse consequences that these exercises can have, the investigation adds (Cabbarov Θ, 2015: p.267). Furthermore, given the huge presence of ladies in this area, the lawful system for the advancement of exercises ought to have an orientation viewpoint and incorporate instruments to forestall segregation and advance orientation fairness.

Other significant focuses are the requirement for digitization and strengthening.

- modern change and green work creation;
- social discourse and reinforcing coordination and collaboration in the travel industry area.

The recuperation in the travel industry area is the subject of an investigation this week at a three sided gathering of government and businesses 'and laborers' associations agents to share encounters and drives to help recuperation. The travel industry has gotten exceptional consideration in a goal embraced for the current month by delegates from around the world at the Worldwide Work Meeting on a worldwide source of inspiration for a group focused recuperation from the Coronavirus emergency. The Worldwide Work Association's call accentuates the need "to advance a fast recuperation that adds to the flexibility of the movement and

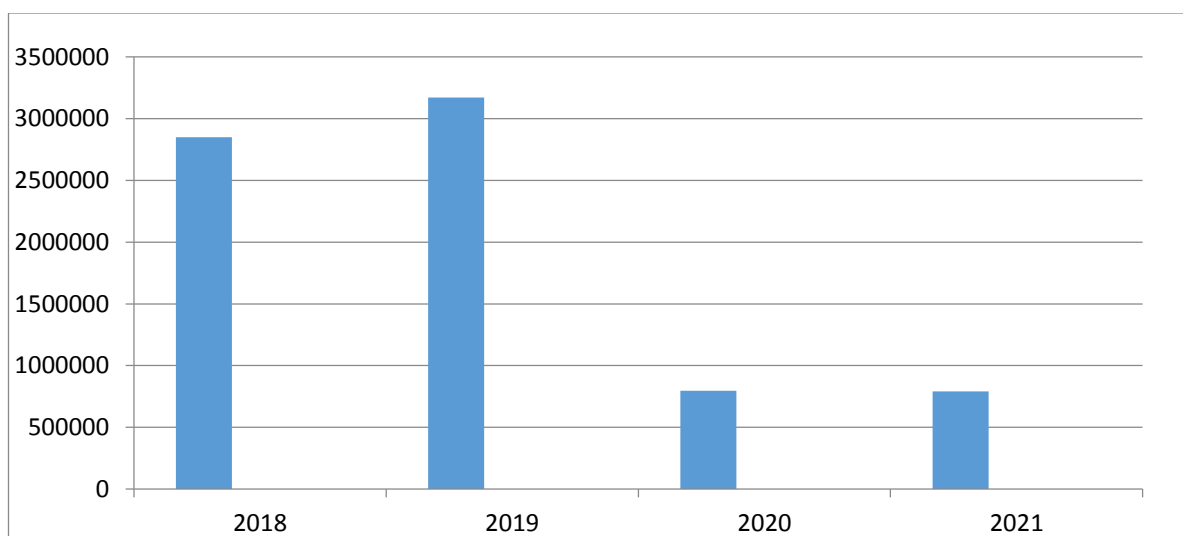
the travel industry area, given its work escalated nature and its critical job in nations vigorously subject to the travel industry, including little islands creating states " .

CHAPTER II. ANALYSIS OF THE STATE OF THE DOMESTIC MARKET TOURISM AND PROBLEMS OF ITS DEVELOPMENT

2.1. The modern state of the tourism industry in Azerbaijan

For Azerbaijan, which has constructed its economy on oil for a long time, until ongoing years, extraordinary consideration was paid to the travel industry. In spite of the fact that travel industry is one of the most rewarding enterprises on the planet, in spite of the fact that Azerbaijan's topographical area, rich nature and environment make incredible potential and ground for the travel industry, it has frequently been disregarded. In particular, the improvement of the travel industry is one of the main apparatuses for the advancement of the country, according to a monetary perspective, yet in addition according to a political perspective.

Diagram 1: The number of tourists visiting Azerbaijan in the last 4 years

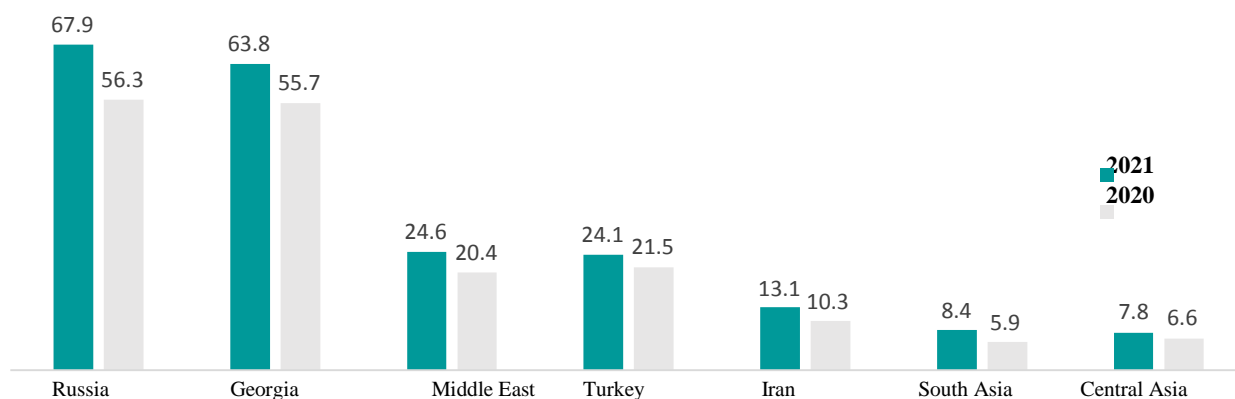


Source: <https://www.stat.gov.az/source/tourism/?lang=en>, 01.01.2022

In 2018, the total number of tourists who visit the territory of Azerbaijan is denoted as 2 million 848, 5 thousand, which brought mass amount of foreign capital to the local budget. The next year 2019 for the report of State Statistical Committee, it was increased by about 11.3% and was 3 million 170, 4 thousand tourists. The rise in the number of tourists visiting Azerbaijan is clearly differing by countries. The

highest increase in number of tourists was visited from Turkmenistan (84.2%), then from India (66.8%), China (62.4%), Egypt (55.6%), and Saudi Arabia (46.3%). For the one of the main reason Covid pandemic, in 2020 the number of tourists decreased dramatically and reached at 795, 7 thousand. In 2021, the quantity went down again by 0.5% and was 791, 8 thousand tourists.

Graph 1: Foreign travelers from 7 countries and regions in 2020 and 2019 (thousand)



Source: <https://www.stat.gov.az/source/tourism/?lang=en> , 01.01.2021

In January 2020, 87,000 (18.5% increase) tourists came from the countries where the missions were established (China, India, Russia, Germany, Saudi Arabia, UAE). Excluding the UAE, there was a 23.8% increase in the number of visitors from countries with representations.

Table 3: Number of foreign travelers from different countries and regions, January 2020 and 2019.

Region	2020	2019
	January	January
Russia	67 884	56 339
Georgia	63 824	55 685
Near East	24 617	20 375
Turkey	24 075	21 481
Iran	13 076	10 336
South Asia	8 388	5 865
Central Asia	7 833	6 615
Eastern Europe	6 351	5 351
Western Europe	5 210	5 138
North-East Asia	1 765	1 235
America	1 391	1 313
South East Asia	735	571
Africa	611	765
Other	405	355
TOTAL	226 165	191 424

Source: <https://www.stat.gov.az/source/tourism/?lang=en> , 01.01.2021

According to the schedule, in 2017, 66% of tourists accommodated in the country were in Baku, 0.9% in Absheron, 4% in Ganja-Gazakh, 5% in Sheki-Zagatala, 3% in Lankaran, 6% - i Guba-Khachmaz, 2% Aran, 1% Mountainous Shirvan, 10% Nakhchivan Autonomous Republic. In 2018, respectively, this figure is Baku -59%, Absheron - 1%, Ganja-Gazakh - 8%, Sheki-Zagatala - 5%, Lankaran - 3%, Guba-Khachmaz - 7%, Aran - 2%, Mountainous Shirvan - 2%, Nakhchivan AR - 11%, in 2019 Baku - 57%, Absheron - 0.8%, Ganja-Gazakh - 13%, Sheki-Zagatala - 4%, Lankaran - 2%, Guba-Khachmaz - 8%, Aran - 2%, Mountainous Shirvan - 2%, Nakhchivan AR - 9%, Baku in 2020 - 53%, Absheron - 0.8%, Ganja-Gazakh - 3%, Sheki-Zagatala - 21%, Lankaran - 2%, Guba-Khachmaz - 9%, Aran - 2%, Mountainous Shirvan - 2%, Nakhchivan AR - 7%, Baku in 2021 - 60%, Absheron - 0.8%, Ganja-Gazakh - 3 %, Sheki-Zagatala - 12%, Lankaran - 2%, Guba-Khachmaz - 13%, Aran - 1%, Mountainous Shirvan - 2%, Nakhchivan AR - 5%.

Table 4: Number of tourists accommodated in the economic regions of Azerbaijan in 2017-2021, people

	2017	2018	2019	2020	2021
Total bu country	546937	550643	638359	869301	1120610
Baku	362976	324458	364121	457700	679920
Absheron	5222	6377	5161	7321	9307
Ganja-Gazakh	22145	42914	83169	31460	28306
Shaki-Zagatala	27490	27868	27546	181841	132388
Lankaran	17041	17667	16738	17305	24615
Guba-Khachmaz	32243	41879	52914	82531	149363
Aran	11961	14622	15557	15315	13923
Daghlıg Shirvan	7984	14384	12878	15462	22332
Naxchivan AR	59875	60074	60275	60366	60456

Source: <https://www.stat.gov.az/source/tourism/?lang=en> , 01.01.2021

In 2020, 58% of tourists stayed for leisure and entertainment tourism, 79% of tourists placed for business tourism, and 65% of other tourists came for Baku.

As can be seen from the table, the indicator for recreation and entertainment tourism is higher in Baku, Absheron, Guba-Khachmaz, Daghlıg Shirvan, Shaki-Zagatala economic regions. Due to the fact that medical tourism in our country is mainly dependent on natural healing resources, the share of tourists placed in this direction in most economic regions was very low. In terms of medical tourism, the

city of Naftalan is more distinguished by its healing oil. It should be noted that one of the main factors determining the potential in this area is the level of development of the country's health care system.

Table 5: The structure of persons placed in economic regions in 2020 for tourism purposes, in percent

Economic regions	Recreation and entertainment tourism	Business tourism	Medical tourism	For other tourism purposes
Baku	70	23	-	7
Absheron	83	1	-	16
Ganja-Gazakh	37	39	22	2
Shaki-Zagatala	86	7	4	2
Lankaran	50	43	1	6
Guba-Khachmaz	96	3	-	-
Aran	10	55	-	35
Daghlig Shirvan	100	-	-	-
Naxchivan AR	45	22	9	24

Source: <https://www.stat.gov.az/source/tourism/?lang=en> , 01.01.2021

If we look at the statistics on the activities of travel agencies and tour operators in Azerbaijan, it is observed that their number has increased in 2017-2021. During this period, the average income of these enterprises decreased in 2018 compared to 2017, increased in 2019 compared to the previous year, and decreased in subsequent years.

It was also observed that the average profit indicator changed in the same sequence. In the construction of uses of travel services and visit administrators in Azerbaijan, different consumptions have a bigger offer.

In addition, the share of expenditures on the formation of tourist vouchers, payment of salaries, tax payments was high. Looking at the cost structure until 2021, it seems that tax expenditures have been declining in recent years. On the other hand, there was a significant increase in registered advertising spending in 2021. In 2021, 9519.9 thousand manat of the total expenses of turism agencies and tour operators for the formation of tourist vouchers, 5524.7 thousand manat for the payment of salaries, 253.3 thousand manat for the current repair of fixed assets, 2298.3 thousand manat for the fulfillment of tax obligations, 1399.8 thousand manats were spent on advertising activities, 17738.6 thousand manats on other expenses. The quantity of

representatives working in travel services and visit administrators was 1,729 in 2017, 1,794 in 2018, 1,586 in 2019, 1,838 in 2020, and 1,891 in 2021.

Table 6: Statistical indicators on the activities of travel agencies and tour operators in Azerbaijan.

Years	2017	2018	2019	2020	2021
Number of travel agencies and tour operators, units	197	218	243	272	339
Average income, thousand manat	150	143	150	135	121
Average expenses, thousand manat	128	124	127	107	108
Average profit, thousand manat	22	19	23	28	13
Average cost of tickets sold for travel within the country, manat	505	451	733	759	1356
Average cost of tickets sold to citizens of the country for travel abroad, manat	687	723	753	980	1193

Source: <https://www.stat.gov.az/source/tourism/?lang=en> , 01.01.2021

The current situation of hotels and hotel-type enterprises is important in accommodating tourists. The number of hotels and hotel-type enterprises increased between 2017 and 2021. Their number was 530 in 2017, 535 in 2018, 536 in 2019, 548 in 2020 and 563 in 2021. One-time capacity, number of places was 33951, 35652, 37278, 40042, 41611 places, respectively, and the number of numbers was 16559, 17363, 17953, 19919, 20778 units. The average number of overnight stays per place was 49 in 2017, 47 in 2018, 37 in 2019, 40 in 2020, and 62 in 2021.

The total area owned and used by hotels and hotel-type enterprises is 3073.3 thousand sq.m in 2017, 3563.1 thousand sq.m in 2018, 2433.9 thousand sq.m in 2019, 2020 3642.3 thousand sq.m in the year, 2716.1 thousand sq.m in 2021. Of the commonly owned area, the leased area in 2017-2021 was 21.4, 21.4, 49.5, 80.9, 25.3 thousand sq.m, and the living area was 526.5, 522. , 452.4, 558.9, 599.3 thousand sq.m. 17% of the area in common ownership in 2017, 14% in 2018, 18% in 2019, 15% in 2020, 22% in 2021 fell to his share. The number of employees engaged in the provision of services in hotels and hotel-type enterprises in those years was 8359, 9009, 8364, 9838, 10015, respectively (<https://www.stat.gov.az/source/tourism/?lang=en> , 01.01.2021).

Table 7: Level of use of rooms by type of property in the period when the number of tourists is higher, in percent

Types of property	2017	2018	2019	2020	2021
Government	31	30	38	44	27
Private	65	65	67	72	58
Foreign	84	72	57	63	72
Joint	88	87	93	93	76

Source: <https://www.stat.gov.az/source/tourism/?lang=en> , 01.01.2021

As can be seen from the table, the lowest rates are in state-owned hotels and hotel-type enterprises. In general, the best performance is in joint ventures, which is higher than the national average (Soltanova H.B, Hüseynova Ş.H, 2017: p.141). The inability to ensure fullness during peak periods is, of course, a negative thing. This requires the improvement of both management policy and marketing policy. The level of service and price, the tourism potential of the area where hotels and hotel-type enterprises are located, the correct calculation of the demand for hotel services in that area will allow to increase the level of occupancy, at least during peak hours.

The formation, dynamics and forecasting of economic and social mechanisms in the implementation of economic reforms, analysis as an object of special research, substantiation of reforms and assessment of social consequences of its implementation are important in terms of relevance. The essential objective of the recently autonomous Republic of Azerbaijan is to distinguish approaches to successfully involve its dynamic structures in tackling various financial issues related with the nation's progress to a market economy. The Law of the Republic of Azerbaijan on The travel industry characterizes the standards of state strategy pointed toward laying out the legitimate premise of the travel industry market in the Republic of Azerbaijan.

As a sort of movement, the travel industry and socio-social administrations advance the compelling utilization of relaxation season of the populace, the association of journeys, travel and vacationer courses, as well as the reinforcing of the utilization of different kinds of traveler administrations. The travel industry administrations are an immediate consequence of the exercises of traveler associations. The travel industry is an autonomous area of the public economy that

decides the particular highlights and content of work. For the development pace of work efficiency in the travel industry, it is important to build the degree of administrations, work on the structures and techniques for association and excitement of work, rebuild the association of the travel industry and socio-social administrations.

Before the development of tourism infrastructure in Karabakh, several components must be provided. It is also possible to create several tourism clusters in the liberated areas.

Tourism sector - the location of Karabakh in the Lesser Caucasus Mountains of the region, its special potential geographical location can be an impetus for the significant development of tourism potential. In fact, the income from the tourism potential of the Karabakh region may be higher than the income from the tourism potential of the country as a whole. For this, the nature and ecological potential of historical places, as well as the region, must be restored, and modern tourism conditions must be formed by applying the goals set by international tourism organizations. The availability of various medical resources in the region will also support the development of medical tourism (Soltanova H.B, Hüseynova Ş.H, 2017: p.141 s).

Today, there are about 50 hotels in Karabakh. There are also facts that several foreign companies invested in the region during the occupation. We believe that the illegal criminal activities of such companies in the territories of Azerbaijan will be unequivocally stopped. Entrepreneurs who invest will also be prosecuted for their illegal activities. Once security is ensured in Karabakh, infrastructure is upgraded and demographic issues are resolved, it seems realistic to implement complex projects for the organization of tourism. Because of the endeavors of the express, the private area and researchers, the travel industry capability of Nagorno-Karabakh working together ought to be created without any preparation, and normal and anthropogenic the travel industry assets ought to be thought of.

Considering the immense the travel industry capability of the freed domains, the State The travel industry Organization introduced ventures of theoretical traveler

courses "Our Direction to Karabakh". Based on the undertaking record, the pertinent foundation turns out expected for the association of the "Our Way to Agdam" vacationer course were completed in the freed piece of the Aghdam district based on important collaboration with the Extraordinary Portrayal of the Leader of the Republic of Azerbaijan. The State The travel industry Office has fostered an underlying building and the travel industry advancement idea for the Shahbulag Fortification.

There is a potential to create tourism and recreation zones in different areas of the Karabakh region. Shusha is highly valued in terms of its location around the rich nature, proximity to historical and cultural tourism facilities, the possibility of tourism activities, the proximity to the main highway.

There are great opportunities in the Istisu region in Kalbajar. Long-term use of the Istisu spring for health and resort purposes creates the basis for the development of the area. In this regard, there are high opportunities for recreation in natural areas such as Istisu, Vang, Zulfugarli in Kalbajar.

The territories of tourism and recreation zones planned to be established in Kalbajar, Zangilan, Khojavend, Gubadli and Lachin regions have been identified by the State Tourism Agency. The Kharibulbul and Karabakh hotels in Shusha have also been renovated to the latest standards.

The document also said that Karabakh's tourism potential was presented at the ATM 2021 (Arabian Travel Market 2021) in Dubai and OTDYKH Leisure tourism exhibitions in Moscow. According to the Action Plan, "strategic development, development and promotion of tourism, the creation of tourism and recreation zones, the design of health and winter tourism resources and the implementation of other measures are envisaged."

By 2025, about 1 million local and foreign tourists are expected to visit the liberated areas, which is a significant amount of funding (<https://apa.az/en/xeber/turizm/isgaldan-azad-edilen-erazilere-2025-ci-iledek-1-mln-turistin-seferi-planned-670880>). Financial improvement will make new positions. The triumph of our successful armed force

will give impulse to the development of the non-oil area and the further improvement of the Azerbaijani economy.

Table 8: Economic indicators of the tourism sector in the Karabakh economic region

	2015	2016	2017	2018	2019	2020
Number of hotels and hotel-type enterprises, unit	4	4	4	5	7	7
in them:						
number of numbers, unit	96	96	96	106	132	132
disposable capacity, space	206	206	206	236	288	288
Number of placed people, people	1618	1968	2205	2652	5235	4175
Number of nights, man-night	2014	2174	2630	3198	5624	4539
Income of hotels and hotel-type enterprises, thousand manats	126.6	78.7	87.8	119.4	242.7	247.2
Expenses of hotels and hotel-type enterprises, thousand manats	101.7	74.5	75.5	73.1	135.6	122.3

Source: <https://azerbaijantoday.az/2021/04/25/karabakh-economy-new-driver-for-sustainable-economic-development-in-azerbaijan/>, 01.01.2022

Today, tourism is becoming a driving force of regional development and is increasingly embracing new destinations.

Today, along with the increase in people's ecological awareness, the study of nature and the search for various activities are leading to the spread of ecotourism and an increase in the number of ecotourists. Ecotourism is seen as a potential strategy in maintaining the balance of natural ecosystems and promoting sustainable development. According to a study conducted by UNEP (United Nations Environment Program); Ecotourism is one of the top types of tourism. According to the WTO, an increase is observed both when studying the number of tourists and assessing the development of ecotourism in general. By 2024, ecotourism is projected to account for 5% of the global tourism market. Ecotourism is a sub-component of sustainable tourism. Seeing ecotourism as an effective tool for sustainable development is a key reason for developing countries to embrace ecotourism and incorporate it into their economic development and conservation strategies. Ecotourism, which benefits the local population, increases environmental and cultural sensitivity, and raises awareness about the environment, benefits both visitors and the country's economy. In the Strategic Road Map, our country has given a special place to ecotourism in its goals related to the development of tourism. Thus,

by 2025, ecotourism is forecasted to be quite popular in Azerbaijan, as well as health, winter and cultural tourism. Ecotourism, which increases environmental and cultural sensitivity and creates awareness about the environment, benefits both visitors and the country's economy. In the Strategic Road Map, our country has given a special place to ecotourism in its goals related to the development of tourism. Thus, by 2025, ecotourism is forecasted to be quite popular in Azerbaijan, as well as health, winter and cultural tourism. Ecotourism, which increases environmental and cultural sensitivity and creates awareness about the environment, benefits both visitors and the country's economy. In the Strategic Road Map, our country has given a special place to ecotourism in its goals related to the development of tourism. Thus, by 2025, ecotourism is forecasted to be quite popular in Azerbaijan, as well as health, winter and cultural tourism (https://mida.gov.az/documents/Turizm_s%C9%99naysinin_inki%C5%Faf%C4%B1na_dair_strateji_yol_xeritesi.pdf).

Emerging new tourism destinations are trying to benefit more from the development of tourism. As a result, competition between destinations is growing. If we evaluate the Karabakh region as a tourist destination, it has a high potential in many alternative types of tourism. In this region, as well as cultural tourism, dark tourism, thermal tourism and other types of tourism, there is great potential in ecotourism, which is an alternative type of tourism. The rich flora and fauna of the Karabakh region, the mainly mountainous terrain, the charming nature, the presence of monuments dating back thousands of years, the rich culture necessitate the development of ecotourism in this region. The emphasis on ecotourism in the country's Strategic Road Map makes it inevitable that the Karabakh region will also be assessed as part of ecotourism.

1. Cave tourism: Azykh cave near the city of Fizuli in the south-west of Azerbaijan is one of the oldest human settlements in the world. It is believed that the first people settled here in the Paleolithic period. This provides a basis for the development of cave tourism used in ecotourism (Əlirzayev Ə.Q, 2016: p.194).

2. Thermal activities: The availability of rich thermal sources in the Karabakh region is one of the main resources to be used in ecotourism. This will not only spend

time in nature today, but also play an important role in attracting tourists who care about their health.

3. Mountain tourism: The fact that the relief of the Karabakh region is mainly mountainous provides a basis for the development of this type of tourism. Mountain tourism is one of the most important types of tourism that will be successfully applied within ecotourism and will make the destination more attractive.

4. Agrotourism: The development of this type of tourism will increase the social welfare of the population living in the region in the future, will lead to the survival and promotion of the culture of the region's population.

5. Trekking: Trekking activities in mountainous areas and in more groups will attract more tourists to the region as part of ecotourism. 6. Botanical tourism: The richness of the Karabakh region in endemic and rare plants facilitates the development of this type of tourism and attracts tourists to the region who want to spend more time in nature. At the same time, cycling tours, equestrian, religious tourism, introduction of cultural and historical sites to tourists and teaching visitors about the unique culture of the Karabakh region can help the region compete with other destinations and diversify tourism products as a tourist destination.

One of the biggest motivations in tourism is the interest in natural corners, which brings Shusha to the fore. The historical and cultural potential of Shusha is one of the main factors that will develop tourism here, because:

1. As mentioned, acquaintance with the historical and cultural heritage is the most important tool for attracting tourists, the strongest tourist motive;

2. Historical and cultural heritage sites are an important asset that can be profitable and have a significant impact on economic development;

3. Creates a positive image of the region, ensures that the historical and cultural heritage used as an effective tool for leadership in the tourism arena is treated as a "brand".

Thanks to the expenses of tourists, Shusha's economy will receive additional income. Over time, the increase in the number of tourists will undoubtedly lead to an increase in tourism production, the creation of an active consumer market for

tourism and an increase in investment attractiveness in the local tourism industry. As the volume of products produced and their sales increases as a result of the needs of tourists, new facilities (hotels, catering establishments, recreation and entertainment centers) suitable for the tourism industry can be built in the region. The new cafes and restaurants that will be opened will introduce tourists to the rich cuisine of the country (Chililov A.M, 2016: p.255).

In addition to clothes and items that meet our daily needs in shopping centers, the sale of traditional clothing, pottery, and items that reflect our history, which will attract the attention of tourists, will increase the financial flow to tourism. With the introduction of phaetons in the city, an ancient Shusha atmosphere can be created for tourists. Also, the introduction of bicycle rental in the city, which is available in many countries, will allow visitors to go on a city tour at a reasonable price, without getting tired, and the fresh air of the city will not be exposed to car smoke. Due to the mountainous terrain of Shusha, a snowy ground suitable for snowboarding and skiing can be created. Also, steep cliffs and heights are ideal for mountaineering and bungee jumping. Rivers flowing through its territory are also very suitable for rafting. In case of reconstruction in the city, it is possible to apply three main forms of medical tourism defined by the World Tourism Organization (UNWTO): 1. Medical or medical tourism - tourism to apply to private clinics or specialized specialists for treatment.

2. Improving health - fitness, spa-wellness (tourism, which is important around the world, especially for those who care about their health, helps to avoid stress and the negative effects of modern life), hydrotherapy and mud baths, etc.

3. Rehabilitation and rehabilitation - establishments located in places that offer special care and are considered suitable for rehabilitation.

The new conservatory, music schools and festivals, concerts and events to be opened in the city will restore the glory of Shusha. The resumption of the "Foreign Nightingale" festival is a very important event for the cultural sector of Azerbaijan

2.2. Historical, economic and geographical prerequisites for the development of tourism in the territories liberated from occupation

A portion of the regions that the Azerbaijani armed force is attempting to free from Armenian occupation have extraordinary possibilities for the advancement of the travel industry. We are discussing Shusha, Lachin, Kalbajar and Aghdam locales, which have been well known among travelers since the Soviet time. Yet, after the reclamation of the regional uprightness of our nation, could these districts at any point turn into a vacationer location once more?

Albeit incredible work has been done in Azerbaijan as of late to foster the travel industry, Karabakh and the encompassing areas, which have the best the travel industry potential in the nation, have been avoided with regards to these cycles since they are still under occupation. This land, which flabbergasts guests with its beguiling nature in four seasons, with its outside air, mending waters and verifiable landmarks, has been liberated from the shackles of oil. One of the primary subjects talked about today is the improvement of the travel industry in our freed domains.

Nonetheless, it is realized that the adversary has perpetrated insensitive wrongdoings against social and authentic landmarks, nature, resorts and amusement focuses, verifiable and social legacy in these terrains, which are saturated with history. Exactly 27 years ago, visitors to Aghdam would not leave without visiting the Bread Museum in this city, Aghdam Museum of History and Ethnography, Aghdam "Tea House". After the occupation, two dry walls of the world-famous Bread Museum in Aghdam, the second largest in the world, remained.

Upper Karabakh and our occupied surrounding regions, along with their historical and cultural value, charming nature, have underground and surface resources, rich economic potential, and extensive tourism opportunities. These regions are favorable in terms of agrarian advantage, raw material base and manufacturing industry. If we pay attention to the main parameters of the economic potential of these territories, we can see that as a result of the looting and exploitation of Armenia, the infrastructure of the region has been reduced to zero. As a result of the occupation, thousands of hectares of arable land were polluted with military

waste, and billions of manats were damaged to the Azerbaijani economy and the world's gene pool.

Prior to the occupation, these regions accounted for 24% of the country's GDP, 41% of grape production, 46% of potato production, 18% of meat production and 34% of milk production. The occupation has seriously damaged the country's water resources (<https://www.stat.gov.az/news/index.php?id=4788>). Involved lands represented 25% of the all out woods region, ie 280,000 hectares. The foe has separated a lot of gold in Kalbajar through the unlawful double-dealing of our regular assets. The previously mentioned insights give a thought of the size of the work to be finished. Along these lines, the advancement of Nagorno-Karabakh and encompassing Lachin, Kalbajar, Gubadli, Zangilan, Jabrayil, Aghdam and Fizuli authoritative regions requires an extensive methodology that will cover numerous and various areas. Of course, here, first of all, Special attention should be paid to security and management issues. Ensuring security means clearing areas of mines and eliminating life-threatening biological and environmental violations. The organization of the border service and police control, and the activities of government agencies cover issues of administrative management. At present, the process of restoring various services in the liberated territories is underway.

Within the framework of the “Azerishig in Karabakh” project, the OJSC is taking urgent measures to provide electricity to strategic facilities of special importance in the liberated territories.

According to the company's officials, the creation of new power centers in the liberated areas, the creation of 110, 35 and 0.4 kilovolt networks using the latest technologies, electronic relay protection and automation systems, remote control system 35 and 0, Projects for the construction of 4 kilovolt power transmission lines have been developed, which are planned to be implemented in stages. Azercell Telecom LLC, in turn, is installing the first mobile infrastructure and fourth-generation LTE radio base stations in the liberated territories. Other mobile operators - Nar and Bakcell - are also implementing an action plan in this direction, completing internal design work. According to MP, economist Vugar Bayramov, the

assessment of the economic potential of our liberated regions, especially Lachin and Kalbajar, as well as their share in GDP, shows that the economy in these areas can grow many times. The economic potential of the liberated lands is multifaceted and covers various areas of agriculture, industry and tourism (<https://economy.gov.az/media/pdf/yuxari-qarabag-2021.pdf>).

The liberated lands have great potential for the development of viticulture, tobacco, cotton, cocoons, fruits and vegetables, melons and livestock. Corn, peas and grapes are typical crops of the region. It should be noted that Fizuli and Aghdam regions were among the leading regions in the country for the production of cotton, grain and grapes in the pre-occupation period. Jabrayil, Gubadli and Zangilan districts also differed in viticulture. Livestock was highly developed in Lachin, Kalbajar, Gubadli and Zangilan. It is obvious that the natural resources and agricultural potential of our liberated territories can create conditions for faster economic recovery in the region. It should be noted that before the occupation, numerous expeditions were held in the Karabakh region with the participation of international experts and well-known scientists.

According to the results of scientific research, these soils are especially distinguished in the Caucasus region due to the richness of genetic resources of biodiversity. The Karabakh region is also home to a number of essential oils, aromatic, medicinal, ornamental and other non-traditional plants. The nightingale growing in Shusha is considered a symbol of Karabakh. This unique plant is already a symbol of the day of remembrance in honor of the souls of our martyrs of the Great Patriotic War.

Nagorno-Karabakh and its environs Lachin, Kalbajar, Gubadli, Zangilan, Jabrayil, Aghdam, Fizuli administrative districts have a large raw material base. These regions have a raw material base for gold, copper, mercury, iron, marble, chromite, perlite, and lime, agate, as well as construction materials. For example, most of the construction materials for the reconstruction of Jabrayil, which was liberated from occupation, are in this region: Tulus tuff, Chakhmagchay, construction sand suitable for the production of sawdust, Garajalli clay suitable for

brick production, volcanic ash suitable for cement production, clay, limestone, sand-gravel, jasper, chalcedony and forest resources. Vejnali deposits in Zangilan district, Gizilbulag deposit in Agdara district and Zod deposit in Kalbajar district are rich gold deposits with industrial reserves. By attracting new natural resources, Azerbaijan has the potential to ensure the development of the western region, the growth of the mining industry, as well as the metallurgical complex. The development of metallurgy, along with a number of industries in Azerbaijan, could accelerate the development of the military industry (Chililov A.M, 2016: p.155).

Agreeing to the Center for Financial Changes Examination and Communication, at to begin with look, long run misuse of minerals can be carried out in three headings: non-ferrous metals and their metallurgy, development materials and uncommon metals. Non-ferrous metals and development materials are regions that are normal of the conventional economy, and existing assets will permit the rise of modern powers in these ranges. In expansion, research and topographical work can be carried out on the presence of uncommon metals within the locale, which are broadly utilized in tall innovation. Ready to survey the mechanical potential of the locale in 4 regions: wealthy water supply, power, mechanical entertainment openings and preparing of wealthy minerals.

The region is also favorable for the development of the processing and food industries. Our liberated lands are also rich in mineral and thermal water sources. These resources will be used for drinking water, land reclamation and electricity generation. By effectively managing water resources, Azerbaijan will both put an end to the enemy's hydro war against our country and gain control over Armenia itself. I would like to emphasize the fresh water resources of Kalbajar and Lachin districts. Tartar, Agdara, Barda, Goranboy, Yevlakh and Agjabadi districts will be provided with irrigation water with the liberation of the Sarsang reservoir, the highest reservoir in Azerbaijan (125 meters) with a total capacity of 560 million cubic meters. In addition, the release of the Khudafar Reservoir in Jabrayil and Zangilan means irrigating 75,000 hectares of new land. It is also believed that there are 11 groundwater sources in the region. Up to 40 percent of Azerbaijan's mineral

water resources were in the occupied territories. Among them, Yukhari and Ashagi Istisu in Kalbajar region, Bagirsag, Keshdek, Iligsu in Lachin region, Minkend, Turshsu, Shirlan and other mineral waters in Shusha region attract special attention. It is possible to sell these waters both in packages and to create resort-recreation zones on the springs. Speaking of the region's industrial recreation opportunities, it should be noted that the main electricity generation occurs in the areas of water storage and supply. Of course, we are talking about Sarsang and Khudafar HPPs. Among them, Yukhari and Ashagi Istisu in Kalbajar region, Bagirsag, Keshdek, Iligsu, Minkend in Lachin region, Turshsu, Shirlan and other mineral waters in Shusha region attract special attention. It is possible to sell these waters both in packages and to create resort-recreation zones on the springs. Speaking of the region's industrial recreation opportunities, it should be noted that the main electricity generation occurs in the areas of water storage and supply. Of course, we are talking about Sarsang and Khudafar HPPs. Among them, Yukhari and Ashagi Istisu in Kalbajar region, Bagirsag, Keshdek, Iligsu, Minkend in Lachin region, Turshsu, Shirlan and other mineral waters in Shusha region attract special attention. It is possible to sell these waters both in packages and to create resort-recreation zones on the springs. Speaking of the region's industrial recreation opportunities, it should be noted that the main electricity generation occurs in the areas of water storage and supply. Of course, we are talking about Sarsang and Khudafar HPPs. Speaking of the region's industrial recreation opportunities, it should be noted that the main electricity generation occurs in the areas of water storage and supply. Of course, we are talking about Sarsang and Khudafar HPPs (Əlirzayev Ə.Q, 2016: p.294).

The urgency of the agreement reached by President Ilham Aliyev with Iran on the construction and operation of the Khudafar and Maiden Tower dams and power plants on the Araz River is growing today. The Khudafarin hydro junction will allow Azerbaijan to generate 368 million kilowatt-hours of electricity per year. There are

also irrigation facilities. According to our research and expert opinions, the industrial and agricultural potential of Nagorno-Karabakh and surrounding Lachin, Kalbajar, Zangilan, Gubadli, Jabrayil, Fizuli and Aghdam administrative regions is wide. The raw material base and natural resources are very large. All this suggests that the region's economy will grow rapidly in the short time after the recovery process. The Karabakh region, a mountainous region of the Lesser Caucasus, is famous for its various natural monuments, forests, rare plant and animal species. The all out woods region of the locale is around 246.7 thousand hectares, including 13,197 hectares of important backwoods regions. In order to protect rare flora and fauna, the liberated territories of the Lesser Caucasus once had a number of reserves and sanctuaries. These are Basitchay Reserve, Garagol Reserve, Lachin Reserve, Gubadli Reserve, Dashalti Reserve and Arazboyu State Nature Reserve. In the reserve located in the Basitchay gorge in the Zangilan area, a plane tree forest stretched for 12 kilometers along the river. The trees growing here were 500 years old . The ancient plane tree, known for its antiquity, was once included in the Red Book. All this shows that the Karabakh region has great potential for the development of tourism based on its rich nature, flora and fauna and ancient historical monuments. The Azykh cave, one of the oldest settlements in the world, the ancient stone monuments found in the mountainous and plain parts of Karabakh - dolmens in Khojaly, cromlexes in Khankendi, historical temples such as Ganchasar (Ganzasar), Alban-Amaras, Elysee, Khudavang, Agoghlan - have great tourism potential ([http://www.anl.az/download/meqale/xalqqazeti/2020/dekabr/729567\(meqale\).pdf](http://www.anl.az/download/meqale/xalqqazeti/2020/dekabr/729567(meqale).pdf)).

It is a region recognized by the alleviation, normal assets and authentic landmarks of Karabakh. He noticed that after the full reclamation of Azerbaijan's regional respectability, these regions ought to be perceived as vacationer regions on the planet. Those areas were the most visited during the Soviet era. Thus, there were many sanatoriums in Shusha. There were also pioneer camps. In the 80s, the potential of tourism was developed in Agdam. The first rest house in Shusha was put into operation in 1936. There are 1316-seat Shusha Sanatorium and Resort Association in Shusha, 130-seat "Shafa" tourist base and 100-seat treatment and

recreation centers in Gulabli village of Aghdam region, 50-seat treatment centers in Shelli village and 40-seat treatment and recreation centers in Shahbulag. The Shusha Sanatorium-Resort Association included 17 2- and 3-storey buildings.

Also, during the presentation of a number of tourism destinations in Azerbaijan in 2013, Karabakh was added to the list of those destinations: “It was a very nice step. This region of Azerbaijan also needs to be better known in the world. After the Azerbaijani Army fully restores our territorial integrity, it will flow to those regions. The interest of our people in Karabakh and surrounding areas is enormous. This will lead to the development of domestic tourism. Unfortunately, the Armenians destroyed historical monuments during the policy of ethnic cleansing in the territories of Azerbaijan.

Experts, they believe that tourism will develop rapidly in these regions: “The Karabakh zone is considered the cultural center of Azerbaijan, the cradle of national culture. The association will prepare proposals and recommendations on the development of tourism in Karabakh. After Azerbaijan restores its territorial integrity and these territories are safe, it is necessary to organize tourist routes there. It is possible to develop various types of tourism in the liberated areas. For example, there are conditions for the development of eco-tourism. Along with international hotels, two-star and multi-star hotels should be built. Before the occupation, Khankendi, Shusha, Kalbajar and Aghdam were known as tourist zones in Azerbaijan. Many tourists from Soviet countries came there. Sanatorium tourism of those places was also developed. In addition to sanatoriums, tourists stayed at home. This is the village, causing an increase in the income of the district's population. Therefore, the development of tourism in these areas is expected. Karabakh horses are famous in the world. Separate excursions can be organized for these horses.

At the moment these areas are rich in natural resources. There are fertile conditions for the development of thermal tourism in these areas. After the full liberation of Azerbaijani lands, infrastructure must be created in these areas, including tourism infrastructure. Working in various directions, by doing complex work, it is possible to quickly turn Karabakh into a tourist destination.

Albeit incredible work has been done in Azerbaijan to foster the travel industry, Karabakh and the encompassing locales, which have the best the travel industry potential in the nation, have been avoided with regard to these cycles since they are still under occupation. This land, which astonishes guests with its enchanting nature in four seasons, with its outside air, recuperating waters and verifiable landmarks, has been liberated from the shackles of oil. One of the fundamental points examined today is the advancement of the travel industry in our freed regions.

As per the State The travel industry Office, the State The travel industry Organization is as of now fostering a travel industry improvement methodology and strategy for the freed domains. As indicated by the State The travel industry Organization, the improvement of the travel industry items is likewise completed in corresponding with the development of the travel industry foundation there.

(<https://tourism.gov.az/>) For this, several components must be provided:

- The most important of these is security.
- Along with the return of the population, the restoration of housing and infrastructure, tourism products are also being created there.
- Increasing investment in the region.
- Initially, the creation of transport infrastructure, civil infrastructure and the creation of conditions for investment
- Establishment of several tourism clusters in the liberated territories

The establishment of several tourism clusters in the liberated territories is primarily the Fuzuli-Khojavend-Shusha-Lachin route. The other group is Fuzuli-Jabrail-Zangilan in equal. Zangilan-Gubadli is the third, the fourth bunch is Kalbajar-Lachin, the fifth group incorporates Barda-Agdam. Shusha is exceptionally esteemed in the travel industry capability of individual locales. Here the association of comprehensive developments, celebration the travel industry items can be introduced. It is necessary to demonstrate nature, winter tourism and health tourism in the direction of Lachin-Kalbajar, culture and nature in Gubadli-Zangilan, and culture and nature in Fizuli-Aghdam-Jabrail to preserve the results of the occupation. Because along with the economic side of tourism, there is also a promotional side.

There are also favorable geographical conditions for the flow of tourists to the liberated areas. Thus, it is possible for tourists to come from Iran and from Nakhchivan via Turkey. Tourists are expected to flow to the liberated territories from these two directions. Azerbaijan has a priority market for tourism, and work will be done in this direction. There are various ideas about tourist routes to these areas, which are reflected in the developed strategy.

CHAPTER III. PROSPECTS FOR THE DEVELOPMENT OF TOURISM IN THE KARABAKH AND EAST ZANGEZUR REGIONS

3.1. Shusha's transformation into a center for the development of several types of tourism: preconditions and prospects

The control of Nagorno-Karabakh and encompassing regions in the mid-1990s brought Azerbaijan regional as well as financial, social and social misfortunes. We should likewise remember material and moral misfortunes for the travel industry area. Since, alongside being one of the verifiable and social focuses of Azerbaijan, Karabakh was likewise recognized by its wonderful nature. Large number of sightseers from everywhere the world run to the hotel regions, amusement and diversion regions made here in the previous Soviet Association. The fresh air of Karabakh and its medicinal waters made these lands even more attractive.

The Shusha Sanatorium in Shusha, rest homes, pioneer camps for schoolchildren amid the summer occasions and other traveler offices were particularly distinguished. Speaking approximately the tourism openings of Shusha, one of the foremost lovely parts of Azerbaijan with its bizarre nature, we ought to particularly say Isa spring, Turshsu, Sakili spring, Soyugbulag, Yuzbulag, Kirkbulag, Charigbulag and other uncommon common wonders.

A brief see at the history of tourism in Shusha:

To begin with of all, we would like to require a brief see at the history of tourism in Shusha. Agreeing to verifiable sources, the official arrangement of tourism in Shusha dates back to 1935-1936. The primary rest house in Shusha was put into operation in 1936. The boarding house was set up in 1964 and turned into a sanatorium in 1970. The sanatorium specializes within the treatment of gastrointestinal infections. The Shusha Turshsu visitor base, known all through the former USSR, has been working since 1970 and before long got to be well known within the USSR (https://cesd.az/new/wp-content/uploads/2019/08/CESD_Paper_Tourism_2019.pdf).

The Khankendi Travel and Trips Bureau (SEB), which began working in 1971, and the Shusha Shafa Traveler Base, which was opened in 1972, are moreover among these offices. The Board for Tourism and Outings has proceeded the development of tourism offices in Karabakh and the utilize of the region's tourism potential as a entire. In 1984, Shusha Travel and Outings Bureau, in 1986, Aghdam Travel and Outings Bureau, and in 1988, Aghdam "Shahbulag" Tourism Base were set up on the adjust of this board USSR (https://cesd.az/new/wp-content/uploads/2019/08/CESD_Paper_Tourism_2019.pdf). Concurring to the official figures of the Committee, as it were in 1990 Shusha Traveler Base given tourism and trip administrations within the sum of 1,178,910 rubles, Shusha SEB 106,357 rubles, Aghdam Tourism Base 1,904 rubles, Aghdam SEB 103,789 rubles. USSR (https://cesd.az/new/wp-content/uploads/2019/08/CESD_Paper_Tourism_2019.pdf). "Home the travel industry" has existed in Shusha since the center of the final 100 a long time in Shusha there were 17 trailblazer camps of the republic and the past Nagorno-Karabakh Autonomous Region, and 1 concentrated kids' sanatorium within the republic. Indeed the biggest cities did not have such a huge number of school camps. Shusha's special nature and new discuss have played an imperative part in bringing camp ventures here.

Although the concept of "home tourism" has been newly formed in the regions of Azerbaijan in the 21st century, "home tourism" in Shusha has existed since the middle of the last century. In Shusha city, as well as in Khalfali and Turshsu villages of the region, more than 2,000 families rented apartments to tourists (http://azerbaijan.az/portal/Society/Tourism/tourism_01_e.html).

Shusha was one of the main tourist centers of the entire SRI:

The infrastructure of Shusha was built in such a way that the incoming tourist could provide a comprehensive rest there. There was a large summer cinema in the city. Of course, they also came to Shusha for treatment. The dry and fresh air of Shusha was invaluable for those suffering from lung, asthma and respiratory diseases. In particular, the sour water near the city center was a favorite place for visitors to Shusha.

The main source of income for Shusha was the tourism business. This always irritated the evil Armenians. Although there are many picturesque places in Nagorno-Karabakh, Shusha was considered one of the main tourist centers of the entire SRI with its antiquity and fresh air. Sadly, in the mid-1990s, this multitude of chances were annihilated because of the derisive expectations and occupation strategy of our antagonistic neighbors, the Armenians, against Azerbaijan. During almost 30 years of occupation, Nagorno-Karabakh and encompassing regions, particularly Shusha, were plundered. Verifiable and social landmarks, as well as normal assets were totally plundered. At last, precisely 28 years after the fact, divine equity won - the Azerbaijani Armed force drove the adversary out of Karabakh "like a canine", as well as from its crown, Shusha. The regional honesty of our nation has proactively been guaranteed. Development and reclamation work is being done quickly in our freed urban communities, areas and towns, including Shusha. "Dear Shusha, you are free! Dear Shusha, we are back! Dear Shusha, we will restore you!" These words are the uplifting news for individuals of Azerbaijan regarding the freedom of Shusha on November 8, 2020 by President Ilham Aliyev. Albeit an exceptionally brief time frame has elapsed since this uplifting news, Shusha, as well as every one of the domains freed from occupation, are being resuscitated before our eyes. Shusha is now the cultural capital of Azerbaijan, the memorable "Kharibulbul" celebration and the "Kharibulbul" lodging have been "conceived" once more. The city is being reestablished in the most present day structure, saving its verifiable picture. Current the travel industry foundation is being made here. Specifically, the establishing of the underpinning of another mosque, which will be an illustration of present day engineering, is an indication of the astonishing essence of Shusha sooner rather than later (Alirzayev A, Aslanova S, 2018: p.102).

The main goal is to restore the former glory of Shusha and raise it many times
According to the State Tourism Agency, preliminary plans envisage holding cultural events and festivals in Shusha. Tourism will be further developed in this direction. The geographical location of Shusha is unique. The city has a symbolic meaning for all Azerbaijanis. In addition, Shusha has a rich cultural and historical

heritage, and it is planned to build relevant tourism products and tourist routes in this direction. It should be noted that the construction of international airports in Fizuli, Zangilan and Lachin regions will have a positive impact on the development of the East-West transport corridor, as well as cargo and tourism.

Of course, all this will not only restore the former glory of Shusha, but even increase it many times. Shusha will again be one of the main tourist centers not only in Azerbaijan, the whole Turkic and Islamic world, the Caucasus, but also in the world. The modern tourism industry is one of the fastest growing sectors of the world economy, which can be considered both as an independent type of economic activity and as an intersectoral complex. Moreover, since the beginning of the 21st century, tourism has rightly ranked fourth among the leading sectors of the world economy in terms of income. For example, in many countries and regions, tourism is the main source of income. According to statistics, tourism revenues exceed \$ 500 billion annually. From this point of view, tourism is one of the main factors that allow companies, regions or countries as a whole to gain a competitive advantage.

Tourism in Azerbaijan is an important part of the country's economy. By 2017, the tourism sector was a relatively fast-growing sector, accounting for about 4% of Azerbaijan's GDP. In 2011, the number of foreign tourists visiting Azerbaijan for the first time exceeded 2 million, and in 2019 this figure exceeded 3 million. According to estimates, the majority of foreign tourists traveling to Azerbaijan are residents of neighboring Russia, Georgia, Turkey and Iran. For example, according to statistics from the Russian Federal Tourism Agency, in 2016-2017, Azerbaijan was one of the five most visited countries by Russian tourists (http://statistics.unwto.org/sites/all/files/pdf/azerbaijan_inbound.pdf).

OneTwoTrip (where more than 5 million people plan their travels every day using the mobile app for iOS and Android through this website) reports that travel planning experts announced in June the names of the countries where Russians want to spend more time. It became clear that Azerbaijan is again in the forefront among the countries where citizens of Russia and CIS countries want to travel the most.

Because of the Second Karabakh Battle, in which the adversary was pushed to the edge of total collapse by the Incomparable President, Mr. Ilham Aliyev, and the triumphant Azerbaijani Armed force, the freedom of our Incredible Nursery, Karabakh and encompassing regions, further expanded the country's travel industry potential. Karabakh's ideal financial and geological position, rich assets, interesting normal and climatic elements, fruitful land, rich vegetation have opened new skylines for the improvement of the country's travel industry.

The verifiable landmarks and extraordinary engineering of Shusha, the pearl of Azerbaijani culture situated at a height of 1,400 meters above ocean level, called "Little Paris", "Sanctuary of Specialty of the Caucasus", "Support of Azerbaijani Music" and "Studio of Transcaucasia" permit making new vacationer courses. Previously, the renowned Shusha sanatorium in Shusha and Aghdam locale, Gulabli sanatorium, Shusha rest homes, day camps and other vacationer offices were chosen independently and will be re-chosen on the guidelines of President Ilham Aliyev and after reproduction. The most renowned vacation spot of Shusha is the Cidir plain. The western side of the plain comprises of three slopes behind one another (http://statistics.unwto.org/sites/all/files/pdf/azerbaijan_inbound.pdf).

Albeit a considerable lot of our material and social landmarks were annihilated by Armenian military, timberlands were singed and ecological dread was committed, rebuilding work has started in those region inside the system of declarations and orders of the Leader of Azerbaijan. It ought to be noticed that during his visits to Agdam, Zangilan, Fizuli, Jabrayil, Gubadli, Shusha and Hadrut, which were freed after the Second Karabakh War, Azerbaijani President Ilham Aliyev over and again focused on that we will turn our urban communities and towns obliterated by Armenian hoodlums into a genuine heaven.

As a component of this activity plan, the Kharibulbul Lodging was introduced on May 12 in Shusha after recreation. The inn has an aggregate of 49 rooms. Every one of them are outfitted with all the vital foundation for visitors to remain and unwind. The dispatching of such offices not just assumes a vital part in reinforcing the travel industry capability of Shusha, the social capital of Azerbaijan, yet in

addition shows the steady and quick execution of social ventures in our freed regions, including the memorable city of Shusha. Authorities on the matter agree, the execution of mind boggling projects for the association of the travel industry in Karabakh appears to be sensible in the wake of guaranteeing security, overhauling foundation and settling segment issues. We accept that the "Shusha Announcement" endorsed among Turkey and Azerbaijan will be significant for the recovery of Karabakh. We are certain that this record will build the travel industry capability of our Karabakh, which will be inherent understanding with present day norms, while safeguarding the hints of our set of experiences by organizations having a place with Azerbaijan, Turkey and other agreeable nations.

We value the capability of Shusha, Kalbajar and Lachin concerning the travel industry. We should consider that travelers are extremely keen on the old stone landmarks, normal caverns and cascades situated in these areas. These areas are likewise in a good situation for winter the travel industry. This further expands the capability of our country for winter the travel industry. I'm certain that because of the effective the travel industry strategy sought after by our state, we will actually want to expand this potential.

Processes show that we will before long feel the good effect of the Shusha Announcement endorsed between the heads of Azerbaijan and Turkey, which is significant for the district as well as for the whole South Caucasus. The master accepts that the kickoff of the Zangazur passage will likewise permit to utilize the district's travel industry potential: "Consequently, the new street framework worked in the freed regions, the kickoff of the Zangazur passage will emphatically affect the future improvement of the travel industry, as well as various areas of the economy. Practice shows that the helpful and quick appearance of guests to every traveler locale permits the area to be visited by additional sightseers. It relies upon the street and transport framework. In conclusion, "Shusha Declaration", which is the fruit of years-tested friendship and brotherhood between Turkey and Azerbaijan, is aimed at the comprehensive development of the region. Soon, all countries in the region will see its fruits.

3.2. Prospects for the development of balneological tourism in Kalbajar

The freed Kalbajar area is a regulatory regional unit in the Republic of Azerbaijan and its managerial focus is the city of Kalbajar. Kalbajar got the situation with a regulatory area in 1930 and is the most noteworthy hilly district of Azerbaijan. Kalbajar area is plentiful in minerals, including gold and chrome stores. Economically significant mercury saves are situated in Shorbulag and Agyatag in the Kalbajar locale. The assertion came from the Middle for Financial Changes Examination and Communication. In the domain of Kalbajar district, gold stores of modern importance, mercury stores with modern stores of in excess of 200 tons, tuff store appropriate for sawdust creation, mud store reasonable for block creation, perlite store utilized as lightweight substantial total, confronting stone store, sand-rock blend store, 4 marble onyx nephroid store (saves 801 tons) with excellent enhancement; There is 1 obsidian (camel eye) bed and 1 listvenite bed. The mercury store enrolled in the state equilibrium of modern stores is the Levchay store situated in the Kalbajar mineral area. Stores of other mercury stores in the district have been exhausted because of abuse.

The extraction of metals, particularly valuable metals, assumes a significant part in the mining area of the modern piece of the non-oil area of the nation's economy. The gold stores in Kalbajar will give another driving force to the improvement of this field in the country. The appointing of new gold stores in the nation, considering the future creation of "yellow metal", the ascent in gold costs on the world market will be a positive pattern for Azerbaijan. The most common way of changing over gold into a dependable monetary resource happens during a time of worldwide political unsteadiness or the worldwide financial emergency, and lately legislatures all over the planet have quickly expanded the portion of gold by diminishing the portion of dollar resources in unfamiliar trade holds.

As a result of the research conducted at the initiative of the State Tourism Agency in Azerbaijan for medical purposes, it was found that medical facilities (sanatoriums, rest homes, boarding houses, balneological and mud treatment centers, resort clinics, rehabilitation centers, etc.), sanatorium protection zones and other

resorts There is every opportunity to organize the infrastructure. Balneological resources are one of the main treatment factors in sanatoriums, and Azerbaijan can be considered a country with special opportunities in this regard. Because almost all of the eight groups of mineral water accepted in the world are found in our country.

Kalbajar and Lachin districts account for 33% of mineral water reserves in Azerbaijan. 42% of mineral water resources in these regions are in Lachin and 58% in Kalbajar. There are more than 400 mineral water deposits in the Tartar River basin of the Kalbajar region alone. Carbonated mineral waters cover more than 35% of the therapeutic water sources studied in the whole country. In our country, carbonated mineral waters are distributed only in the territory of the Lesser Caucasus and the Nakhchivan Autonomous Republic. Examples of such waters are the famous mineral springs Nahajir (Ordubad), Badamli (Babek), Turshsu (Shusha), Gizilja (Gadabay), Daridagh (Julfa), Istisu (Kalbajar). The Istisu thermal center of Kalbajar, the sanatoriums of Shusha and Aghdam, which still had opportunities for health tourism during the Soviet era, were famous throughout the USSR: was the place. At the same time, the recreation areas in Khankendi, Agdam and Kalbajar, as well as the tourism potential of the region in general, have recognized it at the international level. A significant part of the hundreds of thousands of tourists visiting our republic fell to Karabakh. Hundreds of thousands of local and foreign tourists have used the services of tourist resorts established here every year since the 1970s. After the occupation of Karabakh by Armenians in the 1990s, the development of tourism in this area also stopped. The enemy destroyed people's homes, state facilities, religious and historical monuments, as well as existing sanatoriums. But no one but himself can destroy what nature has given him. There are numerous thermal springs in Shusha, Kalbajar, Lachin, Zangilan, Aghdam, each of which is a cure for a disease. For the development of health tourism in Karabakh, it is necessary to create at least an informative map plan and database of existing institutions at the initial stage: "At the same time, samples should be taken from thermal sources in our liberated territories can. I think that after some time these sanatoriums will become the most popular medical centers in the world due to their therapeutic value, and it will be

possible to attract thousands of tourists a year. At the next stage, there is a need to establish an International Working Group together with the State Tourism Agency, the Ministry of Economy and other relevant agencies. This working group can invite experts to prepare business plans and development plans for the implementation of infrastructure projects. Then it is possible to implement a long-term strategy to attract foreign investment. (Chililov A.M, 2016: 255p).

Kalbajar's excellent nature, good alleviation and rich mineral waters are critical for the advancement of the travel industry. There are likewise mineral water stores, for example, Upper Istisu, Lower Istisu, which make an incredible restorative difference. Alagollar, Garagol, Zalkha lake, and so on. There are lakes. The pinnacles are Mount Gamish (3724 m) and Dalidag (3616 m). Istisu mineral waters situated in the area of Kalbajar district are particularly recognized by their good gas and synthetic synthesis, high temperature and enormous normal assets. Its waters can fix both outer and inside human sicknesses. A huge hotel and a mineral water filling plant were based on the Istisu spring during the 1980s. The plant created 800,000 liters of water each day. Istisu sanatoriums worked in Istisu settlement of the area. Consistently in excess of 50,000 individuals are treated there, and simultaneously rest. Restoration and activity of these sanatoriums will expand the quantity of travelers (<https://www.azerbaijan-news.az/posts/detail/saglamlasdirilmasina-ehdiyac-duyulan-saglamliq-turizmi-1625692580>).

Kalbajar district is wealthy in verifiable landmarks that will bear some significance with numerous vacationers. There are numerous authentic landmarks of the Albanian time frame. It is accepted that the town of Agdaban in Kalbajar is likewise named after an old Albanian clan. The historical backdrop of Armenian defacement has shown the world its viciousness by harming our landmarks. They demonstrated that these authentic landmarks, these terrains have never had a place with them. The stone carvings in the Kalbajar region are like the composed and envisioned stones in Gobustan - "twins".

In agribusiness, principally animals and farming have created. Alleviation and environment assume a significant part in the arrangement of land cover, and the help

of Kalbajar district is better for the advancement of animals. Mountain knolls utilized as summer pastures cover a huge region. The district is chiefly covered with lush mountain glades and earthy colored mountain-woods lands. In the center rocky and lower region areas of Kalbajar, as per the climatic circumstances, it is feasible to foster tobacco cultivating, agriculture, viticulture, vegetable developing and tobacco developing. The significance of high precipitous regions is that the climatic circumstances and mountain glade soil can be utilized as a field. The absolute area of backwoods is around 30,000 hectares.

The freed Kalbajar district is a managerial regional unit and the regulatory focus is the city of Kalbajar. Kalbajar got the situation with a regulatory locale in 1930 and is the most elevated hilly district in the country. The area is plentiful in minerals, including gold and chrome stores. Mechanically significant mercury saves are situated in Shorbulag and Agyatag in the Kalbajar locale. "Gold stores of modern importance in the domain of Kalbajar district, mercury stores with modern stores of in excess of 200 tons, tuff store appropriate for sawdust creation, earth store reasonable for block creation, perlite store utilized as lightweight substantial total, confronting stone store, sand - rock blend store, 4 marble onyx nephroids (holds 801 tons) with lovely enhancement; 1 obsidian (camel's eye) store, 1 listvenite store. The mercury store enlisted in the state equilibrium of modern stores is Levchay store situated in Kalbajar metal area. Other mercury stores have been exhausted. The extraction of metals, particularly valuable metals, assumes a significant part in the mining area of the modern piece of the non-oil area of the nation's economy. The gold stores in Kalbajar will give another stimulus to the advancement of this field in the country. The dispatching of new gold stores in the nation, considering the future creation of "yellow metal", the ascent in gold costs on the world market will be a positive pattern for Azerbaijan. The most common way of changing over gold into a dependable monetary resource happens during a time of worldwide political unsteadiness or the worldwide financial emergency, and lately legislatures all over the planet have quickly expanded the portion of gold by decreasing the portion of dollar resources in unfamiliar trade saves.

Kalbajar's lovely nature, good alleviation and rich mineral waters are vital for the advancement of the travel industry. There are additionally mineral water stores, for example, Upper Istisu, Lower Istisu, which make an extraordinary restorative difference. Alagollar, Garagol, Zalkha lake, and so forth. There are lakes. The pinnacles are Mount Gamish (3724 m) and Dalidag (3616 m). Istisu mineral waters are situated in the area of Kalbajar locale and are particularly recognized by their positive gas and synthetic organization, high temperature and enormous normal assets. Its waters can fix both outside and inner human infections. An enormous hotel and a mineral water filling plant were based on the Istisu spring during the 1980s. The plant created 800,000 liters of water each day. Istisu sanatoriums worked in Istisu settlement of the district. Consistently in excess of 50,000 individuals are treated there, and simultaneously rest. Recovery and activity of these sanatoriums will expand the quantity of travelers. Kalbajar area is wealthy in authentic landmarks that will hold any importance with numerous vacationers. There are numerous verifiable landmarks of the Albanian time frame. It is accepted that the town of Agdaban in Kalbajar is likewise named after an old Albanian clan. The historical backdrop of Armenian defacement has shown the world its hostility by harming our landmarks. They demonstrated that these authentic landmarks, these grounds have never had a place with them. In farming, predominantly animals and horticulture have created. Help and environment assume a significant part in the arrangement of land cover, and the alleviation of Kalbajar district is better for the advancement of animals. Mountain glades utilized as summer pastures cover an enormous region. The area is predominantly covered with green mountain glades and earthy colored mountain-woodland lands. In the center bumpy and lower region areas of Kalbajar, as per the climatic circumstances, it is feasible to foster tobacco cultivating, agriculture, viticulture, vegetable developing and tobacco developing. The significance of high rugged regions is that the climatic circumstances and mountain glade soil can be utilized as a field.

3.3. The role of the state in the development of the tourism industry in Azerbaijan

The methods used in the state regulation of tourism activities will include the adoption of regulations, legal acts to regulate relations related to tourism infrastructure, the creation of favorable conditions for the circulation of products and services in tourism markets, support, security of tourists, protection of legal interests, tourism activities. Issuance of permits and standardization of infrastructure units, tourism products, development of comprehensive state programs for the development of the sector, providing the necessary environment to stimulate investment, support for training and provision of personnel, improvement of research in the field, etc (<http://www.eqanun.az/framework/4759>, 1999). In addition, issues related to the state's responsibilities in the field of tourism include the development and implementation of state programs for the development of tourism, coordination of interregional and intersectoral activities in tourism, determining the overall volume and structure of staffing in the tourism sector.

The state policy in the development of tourism in our country has been implemented mainly on various programs. The implementation of substantial measures in this area is reflected in the Strategic Road Map prepared and launched to establish a specialized tourism industry in Azerbaijan. It is planned to implement dozens of measures on 4 strategic goals. Among the priorities identified for the first strategic goal are the establishment of the National Tourism Promotion Bureau, its launch in Baku, the promotion of the national tourism brand in the world with the support of the media, the presentation of the public, the study of tourists' suggestions and comments. Among the measures to be implemented under the first strategic goal is the development of a marketing and communication plan for 2017-2020, the preparation of a tourism calendar of the capital.

As a continuation of the priorities of the first goal, a special action plan has been developed to update the information system and tourism service packages on

the places of Baku that differ in terms of tourism, to carry out propaganda work, and to develop tourist places at an affordable price.

To achieve the second goal, organize the work of the tourism council, create tourist and recreational zones, improve the service infrastructure in the regions to ensure the sustainability of tourism, issue visas, increase the intensity and convenience of border crossing processes, connect with countries with higher demand for local tourism. An action plan for improvement has been developed.

To achieve the third goal, an action plan has been developed to reshape the demand for health tourism, support the development of winter tourism, organize cultural tourism routes, provide state support for business tourism, and increase the potential of ecotourism and rural tourism.

To achieve the fourth strategic goal, an action plan has been developed to invest in education in the tourism sector, standardize tourism, improve the certification system, group tourism products and services, and improve quality indicators to strengthen the scientific and human resources potential of tourism.

In later a long time, Azerbaijan has gotten to be a nation where all divisions of the economy are creating. As in numerous regions of the economy, there are a number of advancements within the field of tourism at the cost of state care. Azerbaijan is considered to have a fairly broad point of view in terms of tourism. In spite of its moderately little measure, the accessibility of adequate common assets, fabric and specialized base and verifiably shaped social legacy for the advancement of tourism are components that can turn Azerbaijan into a potential tourism country. Of course, in conjunction with this, state back in this range is one of the key issues. Over the past 10 a long time, beneath the leadership of President Ilham Aliyev, a number of reforms have been carried out within the field of tourism. State Program on Tourism Improvement within the Republic of Azerbaijan for 2010-2014" was affirmed by the Declare of President Ilham Aliyev dated April 6, 2010. The most reason of the program is to As portion of the state program: Vision for the Future". The main strategic goal of this important document was to achieve sustainable economic growth and high social welfare in Azerbaijan, taking into account the

available opportunities and resources. Commissioning of Shahdag Winter-Summer Tourism Complex in Gusar at the end of 2012 and Tufan Mountain-Skiing Summer-Winter Recreation Complex in Gabala in January 2014 Development of mountain-skiing and mountain-winter sports in our country There have been important steps in this direction. It was aimed at achieving sustainable economic growth and high social welfare in Azerbaijan. Commissioning of Shahdag Winter-Summer Tourism Complex in Gusar at the end of 2012 and Tufan Mountain-Skiing Summer-Winter Recreation Complex in Gabala in January 2014 Development of mountain-skiing and mountain-winter sports in our country There have been important steps in this direction. It was aimed at achieving sustainable economic growth and high social welfare in Azerbaijan. Commissioning of Shahdag Winter-Summer Tourism Complex in Gusar at the end of 2012 and Tufan Mountain-Skiing Summer-Winter Recreation Complex in Gabala in January 2014 Development of mountain-skiing and mountain-winter sports in our country There have been important steps in this direction (https://cesd.az/new/wp-content/uploads/2019/08/CESD_Paper_Tourism_2019.pdf).

The “ASAN Visa” system was established by the Decree of the President of the Republic of Azerbaijan dated June 1, 2016 “On simplification of the procedure for issuing electronic visas and establishment of the “ASAN Visa” system”. Through the system, foreigners and stateless persons can obtain an e-visa in 3 steps (apply, pay and download the e-visa) and within 3 working days (https://cesd.az/new/wp-content/uploads/2019/08/CESD_Paper_Tourism_2019.pdf).

One of the significant stages in the advancement of the travel industry can be thought of as the "Key Guide for the improvement of the particular the travel industry in the Republic of Azerbaijan" supported by the Announcement of President Ilham Aliyev dated December 6, 2016. This important document first defines tourism-related goals (4 goals in total), priorities and measures until 2020 and then until 2025.

A clear example of the attention paid to Azerbaijani tourism at the state level in recent years is the establishment of the Azerbaijan State Tourism Agency in accordance with the Order of President Ilham Aliyev dated April 20, 2018 “On some

measures to improve public administration in culture and tourism”.Office for the arrangement and execution of a brought together state strategy in the field of the travel industry, to guarantee the execution of standardizing exercises in the field of the travel industry, state guideline, state control and coordination, coordination of exercises between other state bodies, undertakings and associations, as well as people and legitimate substances, including worldwide and non-administrative associations for the advancement of the travel industry, deliberate utilization of stores to sort out and guarantee their conservation, to guarantee the insurance and advancement of public culinary examples. The Office keeps on carrying out significant undertakings, including the improvement of a provincial the travel industry advancement technique until 2023, the foundation of another managerial design of the State The travel industry Organization of Azerbaijan and the Azerbaijan The travel industry Department (ATB) in the locales.

In 2018, the Baku Congress Center hosted the first National Tourism Summit organized by the State Tourism Agency and ATB, and presented a new tourism brand, developed as a first step to promote Azerbaijan in the global market. Currently, the tourism brand, based on the slogan "Take another look" at international exhibitions and presentations in about 20 countries, has played an important role in bringing the country's tourism opportunities in a new way and has won more than 20 international awards.

A number of cultural routes in the country - "Great Silk Road" cultural tourism route, as well as "Alexander Duma in the Caucasus", "Wine Road in Azerbaijan", "German traces in Azerbaijan", "Azerbaijani traces" in Azerbaijan, in order to further increase the country's attractiveness for tourists Polish traces ”,“ Historical way of victory and martyrdom of ancestors ”and“ Noah's ark ”in Nakhchivan. (Chililov A.M, 2016: p.255)

Business tourism, which includes trips abroad for business purposes, is considered to be a key component of the tourist flow in modern times. This promising type of tourism includes travel purposes, such as meetings between companies operating in various fields, congress-type events, as well as participation

in international exhibitions and fairs. The development of business tourism will increase the number of employed people in the country and increase the share of the tourism sector in GDP, and will eliminate the seasonal factor. The activities of the Azerbaijan Congress Bureau (ACB) and its Club of Honorary Ambassadors under the Azerbaijan Tourism Bureau in this area should be especially noted.

The State Tourism Agency and the Azerbaijan Tourism Bureau are carrying out a number of activities to promote our country as a tourist destination at the international level. They should be especially noted for their participation in international events and the holding of international events in Azerbaijan. Azerbaijan Tourism Bureau (ATB) participates in about 30 international tourism exhibitions every year. These include important tourism exhibitions such as ITB in Berlin and WTM in London, as well as business events (congress, conference and exhibition) tourism (MICE) in Barcelona, such as IBTM World and IMEX in Frankfurt. At the same time, Azerbaijan hosts a number of international events.

The quantity of vacationers visiting Azerbaijan keeps on developing throughout the course of recent years. The quantity of sightseers visiting Azerbaijan in 2011 added up to 2.3 million. A sum of 3.2 million vacationers visited Azerbaijan in 2019, which is a record 11.4 percent more than in 2018.932,000 of them came from Russia, 725,000 from Georgia and 361,000 from the Center East. Azerbaijan got 255,000 travelers from Iran and 249,000 vacationers from Focal and South Asian nations. In 2020-2021, the quantity of travelers has forcefully diminished because of the Coronavirus pandemic. As of now, huge scope measures are being taken to reestablish the freed regions, guarantee their future turn of events, make the vital foundation and return the populace to their local grounds. From the rich financial capability of these areas, Directed by the objective of guaranteeing their advancement through the productive utilization of normal assets and broad the travel industry amazing open doors, President Ilham Aliyev executed another division of monetary locales into Karabakh (Khankendi, Agjabadi, Agdam, Barda, Fuzuli, Khojaly, Khojavend, Shusha and Tartar districts) and East. Financial zones of Zangazur monetary locale (Jabrayil, Kalbajar, Gubadli, Lachin and Zangilan areas)

have been laid out. The regular assets, normal wonders and verifiable landmarks of these monetary areas will permit to foster many sorts of the travel industry around here later on. Of these, social authentic, sporting, biological the travel industry can be particularly noted. Numerous traveler courses to the area are intended to be created and carried out. Simultaneously, the future rebuilding of numerous strict landmarks in the locale will give force to the improvement of both mindfulness and strict the travel industry. The made street will actually want to get both homegrown and unfamiliar sightseers from adjoining nations (particularly Turkey and Iran) because of the vehicle foundation (expressway, rail route, air terminal).

At long last, the Technique for the improvement of the specific the travel industry in the Republic of Azerbaijan taking a gander at the Guide, the accompanying can be said. In the improvement system of the public economy ID of specific the travel industry as one of the need regions.

Improvement of the travel industry as well as serving the maintainability of the work done toward the Republic of Azerbaijan will permit it to take a main situation as an alluring traveler objective, simultaneously, intelligent the travel industry area through the successful utilization of contacts and existing the travel industry expected advancement of collaboration between the members and nature of the travel industry administrations in Azerbaijan will prompt an increment.

Improvement of the travel industry area during the periods conceived in the Essential Guide support, great and serious the travel industry in global and nearby business sectors arrangement of administrations, arrangement of the travel industry experience as per public qualities, current by drawing in new speculation projects in view of thoughts and advancements and creating the travel industry incorporates measures, for example, common coordination of important bodies as per insights, the travel industry has been one of the quickest developing areas in Azerbaijan. So of business substances and the travel industry offering types of assistance in the travel industry area in Azerbaijan throughout the previous 5 years the typical stable development in the quantity of far off nationals showing up with the end goal of 4.5 and 8.5%, individually was noticed. As of now, the immediate portion of the travel

industry in the nation's Gross domestic product and business 4.5 and 3.3%, individually. Baku with universally perceived traveler objections the consistent improvement of the travel industry area as far as drawing in sightseers who usually like business and recreation has been a significant main impetus.

The improvement of various the travel industry subsectors is, moreover, territorial has likewise given stimulus to the advancement of the travel industry the investigation shows that by drawing in additional vacationers from adjoining nations, as well as all around the world by turning into a specific traveler location for nations with more noteworthy interest, every one of Azerbaijan the benefit in the two regions can be additionally upgraded. By taking advantage of existing open doors and potential Azerbaijan is an appealing vacationer location in the district and among different nations by 2025 will become one of the settings. The point of view for the period after 2025 is Azerbaijan to become one of the 20 most well-known traveler objections on the planet, the current the travel industry to guarantee the greatest utilization of assets. Note expanding air network and openness to accomplish these objectives, various kinds of the travel industry on physical and social foundation, and so on. Improving, neighborhood values are fruitful in the worldwide field teaching is significant.

CONCLUSIONS AND RECOMMENDATIONS

The travel industry movement of the Nagorno-Karabakh district has tracked down an alternate method of improvement after the freedom of our territories from occupation. As of now, interests in the travel industry in the district are pointed toward setting out new position open doors in the locale, expanding the typical expectations for everyday comforts of the populace and exceptional yields because of interests in the area by financial backers.

The freed terrains of Karabakh are quite possibly the main areas of Azerbaijan with all its capacity. Wealthy in underground and surface assets, the travel industry capability of Karabakh is very wide. There are numerous valuable open doors for the advancement of many sorts of the travel industry - ecotourism, mountain the travel industry, winter the travel industry, hunting the travel industry, wellbeing the travel industry.

As indicated by the travel industry specialists, this area of Azerbaijan, which has an antiquated history, has its own vegetation, food, authentic, social and strict landmarks, old palaces, spans, backwoods, springs, and so on will draw in vacationers with its sights. According to the definition of Azerbaijan's economic priorities until 2030 and, accordingly, the plans of the tourism strategy - Karabakh and East Zangazur:

➤ There are two approaches here: the first is the cluster approach. That is, the start of work to be done in places where tourism products and potential are concentrated. Another approach is the corridor approach. There will be major corridors in these areas, and new tourism projects, infrastructure, routes and tourism products will be built on them.

➤ The tourism potential of the region is very wide. New hotels will be built in Karabakh. But the previous steps are to ensure security, build infrastructure and get people back here. Also, the training of human resources and personnel for tourism has already begun. According to the tourist routes, the first route under the motto "Our way is to Agdam" will be presented. Then routes are built with the concept "Our way is to Karabakh". Several routes will be presented to the public in the near

future. These routes will take into account security issues through special corridors. At the initial stage, it is planned to build sanitary facilities on these corridors, address issues related to waste and nutrition. Thus, these routes will be used by domestic tourists.

➤ Each region has its own tourism potential. For example, if we take the Kalbajar region, it is planned to further develop the products of nature, culture, health and winter tourism. An important point in Shusha is the promotion of historical and cultural monuments, resources, tourism plans for festivals. More business tourism opportunities are being explored in Agdam to be put into operation in the future. The plans are big. As the work is done, of course, more information will be provided to the public. As the State Tourism Agency, one of our main activities is to develop the tourism potential of Karabakh and promote the tourism destination of Karabakh.

➤ As a result, it is necessary to attract foreign investors in tourism, but it becomes more attractive if the local population can also benefit. In this case, investors are also free from additional costs, such as transportation and accommodation. The vast majority believe that if people return there, entry and exit will be easier. In the process of building infrastructure, on-site production of materials in construction and infrastructure works is more convenient and cheaper than its transportation. In order to do all this without hindrance, the security issue must be fully resolved.

➤ Citizens with high financial means are also assisting in the reconstruction work in Karabakh. First of all, it is possible to involve wealthy Azerbaijanis living in Russia, Turkey and other foreign countries in the recovery process. For example, to address these people, to convey the purpose of building a house at their own expense, based on a specific project, following the rules of architecture and urban planning. If they join the process, the burden on the state can be reduced at a certain stage. But later, in parallel, the state will carry out construction for needy families. Thus, it is possible to achieve a high level of development of all areas, including tourism, by providing the "Great Return" in a short time.

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