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TOURISM OF AZERBAIJAN. PERSPECTIVES OF THE DEVELOPMENT

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ТУРИЗМ АЗЕРБАЙДЖАНА. ПЕРСПЕКТИВЫ РАЗВИТИЯ

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Abstract. The article describes the experience of foreign countries in the development of the tourism sector and the ways of its integration into the international community, to analyze the role of the tourism sector and the possibility of implementing the best practices of foreign countries in our republic

Key words: tourism sector, international tourism market, sustainable development, integration.

Аннотация. В статье рассмотрен опыт зарубежных стран по устойчивому развитию туристического сектора и пути его интегрирования в международное сообщество, анализирована роль развития туристического сектора и возможности внедрения передовой практики зарубежных стран в нашей республике.

Ключевые слова: Сектор туризма, устойчивое развитие, международное сообщество, интеграция.

Tourism is travel for religion, recreation, health, business purposes for a limited time. The meaning of word "tourism" is travel. As living standards of people arose number of travelers increased. Especially after World Work II and advancement in technology tourism became very popular. Tourism became part of people's life in globalized world.

Tourism can be domestic and international. Development of international tourism depends on development of domestic tourism.

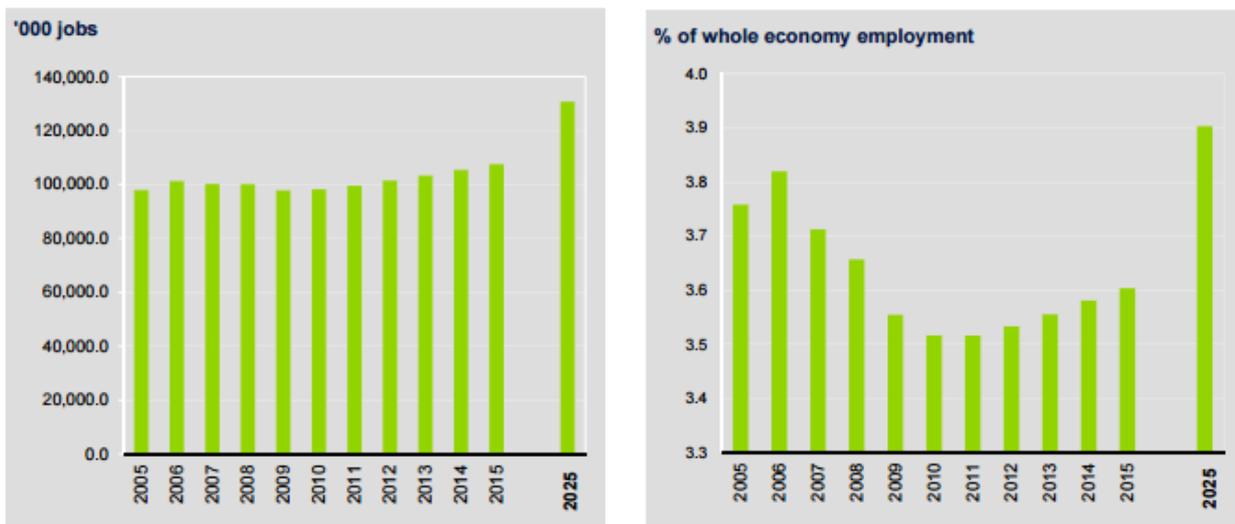
In modern world 9% of World GDP, 1/11 employment, 6% of export, 30% of service export in world depends on tourism.(pic 1)



Picture 1. "2012 Tourism Highlights". UNWTO. July 2013. Retrieved 11 July 2013

266 million people works in tourism sector. It is expected to reach 298 million by 2024. (Graph 1.)

WORLD: DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



Graph 1. Direct contribution of travel to employment.

Development of tourism industry depends on development of its spheres. The spheres of tourism industry are:

- Transportation – water, air, land transportations are available. The main part of tourist transportation carried out by cars and airlines.

- Information technologies – plays very crucial role in promotion of tourism and attracting tourist to the destination.

- Service industries – such as foods and drinks have very important role in tourism. Some tourists prefer to travel somewhere that has great food and drinks.

- Accommodation – provides so many varieties of accommodation, for example: hotel, hostel, motel, rental homes etc. Improvement of accommodation sector in a tourism area is must.

Level of tourism differs from region to region. Most recently Europe is leading in the list. The main reason for that is the development of tourism industry and easiness of visa requirements among European countries. Recently, Asia more specifically southern-east Asia and Oceania started to rise very quickly in tourism sector. It is nature and potential of those countries that give them an opportunity to be as tourism centers in the world.

Travel is costly. Historically, only wealthy individuals could afford to travel abroad, and they tended to travel to affluent countries with quality tourism infrastructure and services. Not surprisingly, Europe and North America have been the largest sources and recipients of international tourists. But this, too, is changing. In recent decades, tourist arrivals in emerging countries have grown much faster than in developed ones. The Asia-Pacific region has seen—and will continue to see—the fastest growth. The United Nations World Tourism Organization (UNWTO) predicts that international tourism arrivals will grow by 3.3 percent per year between 2010 and 2030 and reach 1.8 billion total arrivals by 2030. Growth in emerging countries is expected to be twice as fast as in advanced ones. Tourism's market share in emerging countries is predicted to rise to 57 percent by 2030, compared to 47 percent in 2012. The challenge of how to direct the economic benefits of tourism to the world's poorest areas and populations, however, remains.

While growing affluence and falling real travel costs have been primary reasons for the surge in post-1970s international travel, changes in government travel policies have also played an important role. As travel barriers have gradually lowered,

international tourism has flourished—but not without its criticisms. Public awareness of tourism's potential negative spillovers has increased.

Tourism has become an important sector that has an impact on development of country economy. The main benefits of tourism are income creation and generation of jobs. For many regions and countries it is the most important source of welfare. The ability of the national economy to benefit from tourism depends on the availability of investment to develop the necessary infrastructure and on its ability to supply the needs of tourists.

Importance of Tourism Industry

1. Sources of foreign exchange earnings - Tourism industry is the main influential type of industry in the world. Nepal has also taken tourism industry as its major sector of income in the fiscal year 2009/11.

2. Employment Opportunities - Tourism industry is also one of the influential sectors. It generates employment opportunities. It provides employment to unskilled, semi-skilled and skilled manpower. Guide, load man etc are the personal or labor required in Tourism industry.

3. Sources of public as well as private income- Tourism industry is the source of income for both public also well as private sector government charges tax, sales tax, service tax etc. which is known as government revenue is the income of public. And handicraft, arts etc are the things that attract tourist and most of them buy them and the seller makers some profit which is called private income.

4. Cultural Exchange -Tourism industry facilities cultural exchange tourist carry over various cultural concepts of other countries where they visit. Local people can learn their language, art, skill, culture etc and vice versa.

5. Publicity of nation -Azerbaijan is a small country, difficult to be located in the world map. Tourism helps to publicize the country in different parts in the world. It helps to publicize Azerbaijani art, skills tradition, cultural beauty and hospitality to the world.

Tourism is a significant economic driver. Azerbaijan's tourism sector comprises five industries – accommodation, food and beverage, recreation and

entertainment, transportation, and travel services. From bed and breakfasts and restaurants to parks and museums, tourism touches every corner. Virtually all areas of business are influenced by tourism.

The sector employs a diverse range of Azerbaijan citizens, including service station attendants to golf resort owners. Residents in every community, large and small, rural and urban, are engaged in tourism activities. Almost all ages, ethnicities, and skill sets can derive their livelihood from tourism.

Our vision: A vibrant entrepreneurial tourism industry offering year-round compelling and memorable Azerbaijan experiences.

Our mission: Connect people with quality Azerbaijan experiences and advance the development of successful tourism operations.

Tourism is important for the growth and development of a developing country like Azerbaijan. The advantages and disadvantages of Tourism have been discussed as below:

The nature of the world economy dictates that it's mostly people from developed nations who travel as tourist to the developing ones, much more than do people from developing nations visit as tourist the developed ones. This results in a downward stream of cultural influences that in cases have proven to be detrimental, as they were not in cohesion with the environment, economy and culture of these hosts, who cannot in that same capacity exchange influences. For example, it is common knowledge that most tourist destinations are plagued with prostitution; this has had dire consequences for the culture, economy and health of these tourist coveted nations, but is reported to be a major boost for tourism.

So many places in the world rely heavily on tourism as a key source of income and employment nowadays, as well as a way of showing off national and local heritage, plus perceived successes.

Unfortunately, tourism can also be a source of problems too, especially if it is not managed correctly. A constant flow of foreign visitors can, for instance, undermine the beauty, uniqueness, character, and social coherence of a tourist destination over time.

Travelers in those sorts of numbers can easily present huge challenges and problems for many destinations, including transport, places to stay, policing, and maintenance.

Azerbaijan is situated between Europe and Asia with its historical past and modern features. Location and nature make a huge sense for the development of tourism in Azerbaijan. The combination of both European and Asian spirits makes Azerbaijan much more attractive for tourists as a tourism destination. The development of qualified service sector will lead Azerbaijan to be one of world's best business and trade centers with good tourism atmosphere.

In modern times, tourism plays an important role in the presentation of a country in economy and international relations. That's why, much attention should be paid on country's tourism for catching one of the best places in world's tourism sector.

Azerbaijan's future in tourism is so bright because it has enough potential for the development of the service sector and it is supported by governmental organizations. There are several regional and international organization in tourism industry. World Tourism Organization is most recognized and leading in travel and tourism. Other organizations that work in tourism sector are: World Travel and Tourism Council, Economic Development and Cooperation Agency, European Union and etc.

Tourism in Azerbaijan dates back to ancient times. Ancient trade routes, trans-regional projects attracted many foreigners to the country. But the main development time of the tourism starts after independence. Tourism sector is prioritized by government and state programs are enforced to develop the sectors. In result, country attracted many local and foreign investments to economy.

After 2002 there is huge growth in number of incoming tourist. The reason for that is, promotion of Azerbaijani tourism in international level, state policy and programs in this field. "2002-2005", "2010-2014", "2008-2016" States Programs have been enforced.

State pays special attention to development of regions. Lately in Gusar and Guba winter tourism complexes were opened, Lankaran and Khachmaz and other cities attracts more and more local and foreign tourists.

One of the state goals in state tourism policy is attract foreign investments to tourism of the country. World class hotels like Hilton, Marriot, Jumeirah was opened in Azerbaijan with help of foreign investments.

Azerbaijan has great potential in tourism. Health, recreation, gastronomy, adrenalin, historical tourism types can be improved in Azerbaijan. And this improvement will be lead higher number of foreign tourists.

Promotion of Azerbaijan in international level, renewals in infrastructure and more investment in this sector can lead to increase its importance and impact on country economy.

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