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DEVELOPMENT PERSPECTIVES OF TOURISM AND VALUATION OF CULTURAL LEISURE IN AZERBAIJAN

Abstract. The main goals in the development of tourism in Azerbaijan are the study and expansion of tourism resources, the expansion of services for tourists, meeting their needs and adapting them to modern standards and sustainability, as well as the organization of cultural events, etc.

The issue of maximum dissemination of materials related to tourism, national traditions, historical and cultural heritage of Azerbaijan, as well as the characteristics, production and sale of tourist routes in different regions and cities of Azerbaijan is relevant in the Internet space. In this regard, we consider it very important to expand the prospects for tourism development in Azerbaijan.

Key words: Azerbaijan, tourism, development prospects, Karabakh, basics of the direction.

Introduction. International tourism has become the liveliest area of foreign economic activity at a time of rapid development of economic relationships between the world's countries. In general, tourism is associated with people's international movement or travel as a special service area and the development of this sector has been expanded since the second half of the 20th century.

Azerbaijan, which entered a new path of socio-economic development through developing in accordance with the requirements of an open market economy after the restoration of an independent market, has expanded its economic relationships with other countries of the world.

It should be noted that natural, cultural, ethnic and ethnographic objects are very unique in Azerbaijan. Favorable geographical location, nine climate zones, diversity and abundance of plants and animals, coastal location, cultural and historical heritage, delicious meal, hospitality tradition have opened up great perspectives for the development of the country's tourism potential.

The interpretation of the main material. One of the highlights of the visit to Azerbaijan is natural tourism, which creates 4500 plant species growing in the country. Azerbaijan is a unique natural center with a rich flora and more than 15 thousand species of animals living in this green nature [2, p. 134].

Azerbaijan with an 825 km coastline of the Caspian Sea and rest villages located on these shores offers a unique holiday opportunity. Azerbaijan is one of the rarest historical tourist places in the history of tourism with a thousand-year history besides the nature.

Tourism covers leisure activities and the relation between these activities and the concept of leisure is included in the concepts of tourism. According to these concepts, tourism is considered as connections or activities emerging from the use of leisure to meet the needs of rest and entertainment [1, p. 134].

The main elements of the relation between rest, recreation and tourism can be summarized as following:

Today, tourism in Azerbaijan is as important as industry in the economic development of the world and makes a very important contribution to the state budget. Tourism is an important point in the country's development for Azerbaijan and creates great opportunities for tourists in the country by investing in tourism every day.

The Goy-Gol, Maral Lake, Gobustan mud volcano, meadows in Baku and Nabran regions, which are located in the green nature of Azerbaijan, are one of the most important tourist places in the country.

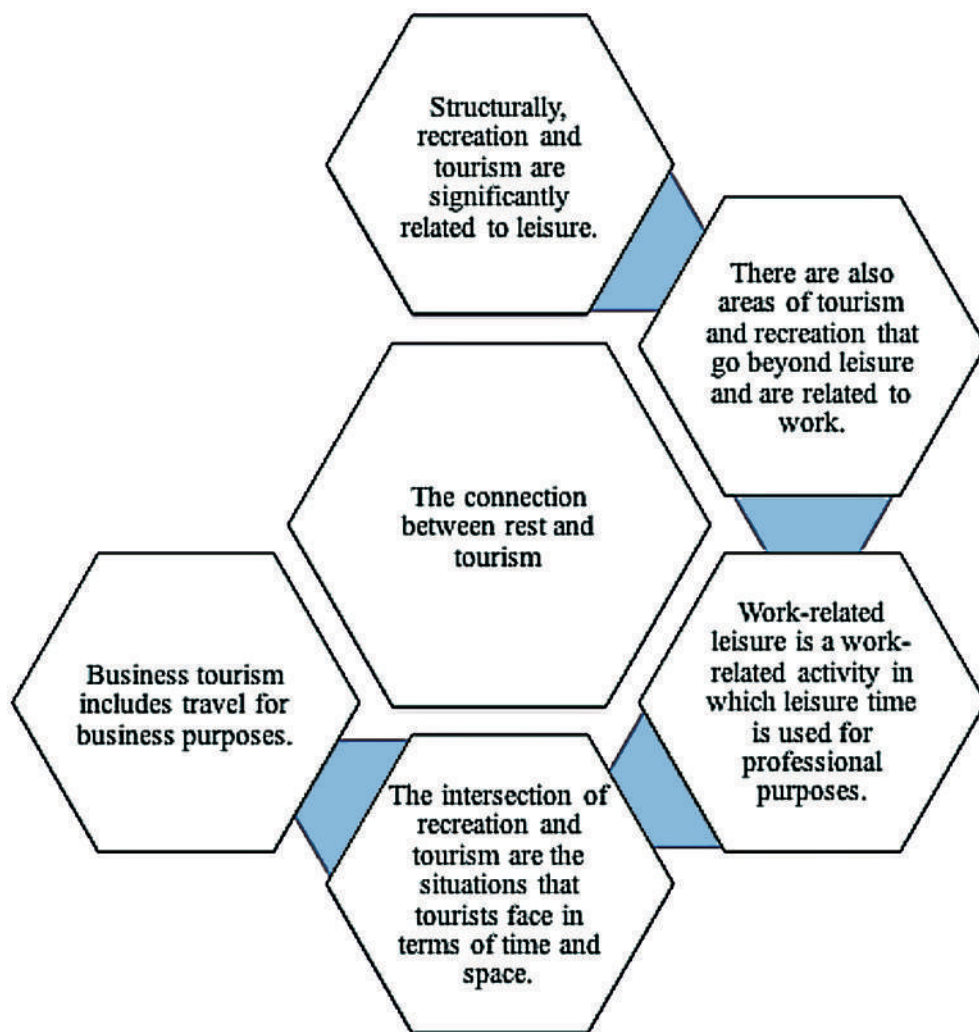


Figure 1.1. The connection between recreation and tourism

Source: file:///C:/Users/User/Downloads/REKREASYON.%20HAFTA%20(3).pdf – Tourism and leisure 2021

The following areas, such as the perspectives for tourism development in Azerbaijan, are highly developed:

The purpose of establishing Shahdag and Tufandag Winter-Summer Tourism Recreation Center is to develop year-round mountain tourism in our country and to provide recreation of high quality for local and foreign tourists. These areas provide tourists with skiing, sports, catering (cafes,

restaurants), children's entertainment center, hotel and other services throughout the year.

There is a historical place near Baku. The name of the place is Gobustan. Gobustan is a reserve of archeological monuments of Azerbaijan. Mesolithic (Middle Stone Age) monuments are mainly demonstrated in the protected area. Stone paintings of ancient people and other materials related to their life and household are kept in the open air.

Pictures of people and animals protected in the Gobustan reserve zone, hunting, war and dance scenes give us an imagination of how the most ancient people hunted and studied animals. Scene of Yalli is one of the most interesting pictures of Gobustan reserve.

Besides ancient paintings, inscriptions in Latin were found in the cemetery at the foot of Boyukdash Mountain.

Another tourist zone is Yanardag, which is located in the west of Mahammadi village, 27 km from Baku city center, 2 km from the village center. The fire in the area, the washout of rocks in oil and gas fields in the depths of the Earth, vertical fractures, as well as the eruption of mud volcanoes - in short, the volcanic-tectonic process is of particular interest for foreign tourists [6].

Azerbaijan has developed significantly with health tourism in recent years. The tourist places in our country make our tourist places ("Badamli", "Naftalan" in Nakhchivan, "Istisu" in Masalli, "Duzdag" in Nakhchivan, etc.) more attractive for local people by preventing them from traveling to another country, as well as play a very important role in the travel of foreign tourists to our country.

Naftalan has entered a new stage of development as a result of measures carried out within the framework of national programs on socio-economic development of the regions. Today, Naftalan is becoming one of the most popular resort cities for tourists with its healing oil and modern tourism infrastructure.

3 main sanatoriums (Chinar, Gashalti, Karabakh) were rebuilt, repaired and put into service in Naftalan in a short time. Today, there are 10 5-star sanatoriums in Naftalan [8].

Duzdag Hotel on the Duzdag Bridge is located 18 km from Nakhchivan International Airport, 10 km from Nakhchivan Center and 2 km from Duzdag Physiological Center. Mysterious beauty "Duzdag" hotel reflects the richness and pearl of our history, which reflects the initial impressions of tourists about

the antiquity of Nakhchivan land. Visitors feel as if they have traveled to the richest moments of our history here. Duzdag Hotel consists of 6 floors and a total of 151 rooms since 2008 tourism [5].

At present, a tourism development strategy is being prepared for the liberated territories of Azerbaijan and a number of components are provided for the development of the tourism infrastructure of the Karabakh destination.

The tourism potential of the Karabakh destination, especially Shusha was promoted for the first time at the ATM 2021 (Arabian Travel Market) International Tourism Exhibition held in Dubai, UAE on May 16, 2021. The participants of the event were provided with detailed information on the tourism potential of the liberated territories, existing and developing tourism products and new tourism proposals.

Various methods and means, projects and products related to the tourism industry of the liberated territories are being prepared. After the strategic plan for the abovementioned regions is fully prepared, it will be discussed with other institutions. Today, work is underway on the concept of tourism in Shusha.

The airport built in Fuzuli is very important from the point of view of tourist importance. The President emphasizes the role of the construction of the airport (January 2021-October 2021) in political, geopolitical, regional, international, economic, social, cultural and other issues for the present and future perspective of Azerbaijan.

According to the trilateral declaration, a very important corridor has been opened between Azerbaijan, Nakhchivan and Turkey over Armenia. In fact, it is a south-eastern, east-western means of international importance.

In general, railways, wide highways, natural gas and oil pipelines, electricity, communications, etc. are important cargo and passenger corridors connecting Russia, Central Asia, Turkey, Europe, Iran, Saudi Arabia and the Persian Gulf [2, p. 110]. So, Azerbaijan and the Karabakh region are becoming international economic, transport, geopolitical and cultural centers. In this case, Fuzuli will become the southern gate of Azerbaijan and the international center.

The State Tourism Agency implements a strong policy in the field of tourism of our country and pays special attention to the development of this field. Besides it, our country has signed a number of agreements with Egypt, Kuwait, the United Arab Emirates, Hungary, the Russian Federation, Iran, Israel, Great Britain, Japan and other countries for the development of tourism.

Passive tourism is more developed in Azerbaijan. This means that the number of people leaving the country is many times higher than the number of coming tourists. The reasons for the development of foreign tourism are following [4]:

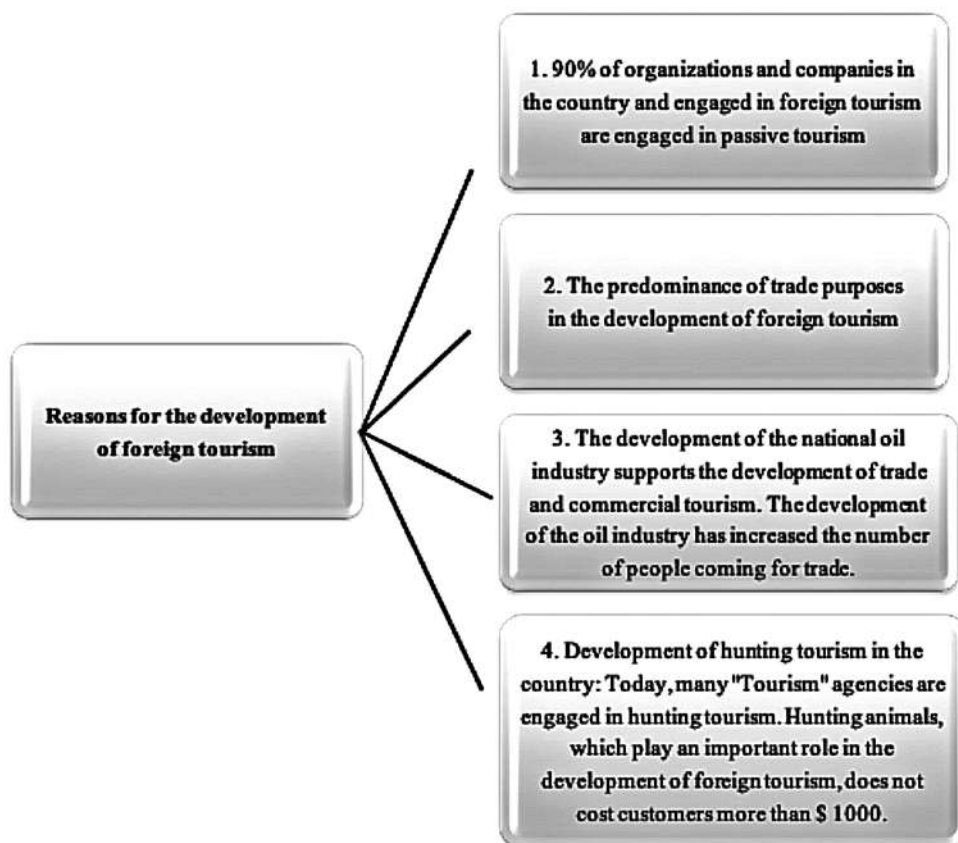


Figure 1.2. Reasons for the development of foreign tourism

Source: <http://unec.edu.az/application/uploads/2018/12/Elmin-miraslanl-.pdf> – Development of tourism in Azerbaijan 2021

Azerbaijan also cooperates with the World Tourism Organization, the Organization of Economic Cooperation, the Organization of the Islamic Conference, GUAM (Georgia, Ukraine, Azerbaijan, Moldova), the Tourism Council of the Commonwealth of Independent States and other international organizations in the field of tourism [5].

The main purposes of tourism development in Azerbaijan include research and expansion of tourism resources, entertainment for tourists, meeting their needs and adaptation to modern standards, expansion of services for study and durability, excursions and other cultural activities.

The activity of sanatoriums and resorts is the spread of materials reflecting the tourism, national traditions, historical and cultural heritage of the Azerbaijani people, the history of various regions and cities, the production and sale of national crafts and souvenirs.

At the same time, the revival of the Azerbaijani tourism brand (logo) and Azerbaijani brands in the field of tourism, the creation and development of regional culture are being carried out to promote Azerbaijan as a country with favorable conditions for the development of tourism [4]. The travel route is one of the priority areas for expanding international cooperation within the framework of international programs.

Conclusion. The article concludes that there is great progress in the field of tourism as in any field of a constantly developing country. Azerbaijan has always succeeded in applying world experience to its system in this field.

As a result, Azerbaijan's tourism system is constantly updated and is not behind other countries. From this point of view, further strengthening of the tourism infrastructure in our liberated territories will make an important contribution to the future of tourism.

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Aynur Ələkbərova (Azərbaycan)

AZƏRBAYCANDA TURİZMİN İNKİŞAF PERSPEKTİVLƏRİ VƏ MƏDƏNİ ASUDƏ VAXTIN DƏYƏRLƏNDİRİLMƏSİ

Azərbaycanda turizmin inkişafında əsas məqsədlər turizm resurslarının öyrənilməsi və genişləndirilməsi, turistlər üçün xidmətlərin genişləndirilməsi, onların ehtiyaclarının ödənilməsi və müasir standartlara və davamlılığa uyğunlaşdırılması, habelə mədəni tədbirlərin təşkili və s.-dir.

İnternet məkanında Azərbaycanla bağlı turizm, milli adət-ənənələri, tarixi-mədəni irsi, eləcə də Azərbaycanın müxtəlif rayon və şəhərlərində turizm marşrutlarının xüsusiyyətlərini, istehsal və satışını tam əks etdirən materialların maksimum dərəcədə yayılması məsələsi aktualdır. Bu baxımdan biz Azərbaycanda turizmin inkişaf perspektivlərinin genişləndirilməsini çox vacib hesab edirik.

Açar sözlər: Azərbaycan, turizm, inkişaf perspektivləri, Qarabağ, istiqamətin əsasları.

Айнур Алекберова (Азербайджан)

ПЕРСПЕКТИВЫ РАЗВИТИЯ ТУРИЗМА И ОЦЕНКА КУЛЬТУРНОГО ОТДЫХА В АЗЕРБАЙДЖАНЕ

Основными целями в развитии туризма в Азербайджане являются изучение и расширение туристических ресурсов, расширение услуг для туристов, удовлетворение их потребностей и их адаптация к современным стандартам и устойчивости, а также организация культурных мероприятий и т.д.

В Интернет-пространстве актуален вопрос максимального распространения материалов, касающихся туризма, национальных традиций, исторического и культурного наследия Азербайджана, а также характеристик, изготовления и продажи туристических маршрутов в различных регионах и городах Азербайджана. В этой связи мы считаем очень важным расширить перспективы развития туризма в Азербайджане.

Ключевые слова: Азербайджан, туризм, перспективы развития, Карабах, основы направления.