

УДК 379.85

### **DYNAMICS OF MODERN TOURISM DEVELOPMENT**

YUSIF HUSEYNOV, METANET AHMADOVA

Azerbaijan technological university

[yusifhuseinov@gmail.com](mailto:yusifhuseinov@gmail.com)

The tourism industry is one of the largest, most dynamically developing sectors of the world economy. For almost all developing countries, this is one of the main highly profitable sources of currency. As growth rates are affected by large deficits in the currency and other sectors of the economy, the tourism industry is gradually expanding from year to year through international migration. The assessment of the formation and development of tourism is measured at macro and micro levels. Of fundamental importance is the functional purpose and conceptual content of the development and design of specific programmes for implementation.

Resources are provided by predicting ways to review existing activities. A systematic approach to certain aspects of tourism development is based on specific dimensions and expansion. The very favorable geographical location of Azerbaijan positively affects the development of tourism, because the country is located at the intersection of ancient and modern trade and cultural routes, at the junction of Europe and Asia.

Azerbaijan continues to actively and dynamically develop tourism. According to the World Travel and Tourism Council, for 2010-2016 Azerbaijan was in the top ten countries with a very growing flow of tourists. By the way, Azerbaijan is the first (46.1%) among the most intensively developing countries of the tourism economy, which supports a stable number of guests [1].

It is worth noting that our country has a certain positive experience in the mass involvement of young people in tourist activities. After all, 50% of the international and 80% of the national exchange of tourists, covering domestic and outbound tourism, was successfully implemented through social tourism, in which young people were widely involved [2]. The resting place of tourist beneficiaries was the well-known pioneer camp Artek, the Black Sea coast of Georgia, recreation places on the Caspian Sea coast, the Kelbajar-Karabakh tourist zone of Azerbaijan occupied by Armenia and other destinations.

In terms of tourism development, Azerbaijan is of great interest to both countries of the world and international organizations cooperating with us in this field. This is due to the fact that foreign investors are interested in investing in tourism. Most of all, the invested capital justifies itself in infrastructure, real estate, modern roads, electric, water and other types of supply. And if in addition, the business is strong in terms of reliability, then it becomes more attractive. Naturally, no one will want to go to countries where hostilities are taking place.

It should be emphasized that Azerbaijan had recently fought a war to liberate the lands from occupation. For thirty years, our territories, which Armenia has kept under occupation and constantly subjected to environmental terrorism, are now given new breaths, restoration work is carried out on the basis of the most modern technologies. From the first days of the end of hostilities, the start of the restoration

of liberated territories and the implementation of construction work based on the most modern technologies indicates that the Azerbaijani state is always open to modern technologies. The creation of liberated territories based on the concepts of "smart village," "smart city" with the declaration of a green energy zone will prevent pollution of the environment and the environment from the main problems of the modern world. This, in turn, will make an important contribution to further increasing the tourist attractiveness of the region. After all, the stable political situation in the country also positively affects the development of tourism.

Fortunately, the situation has changed and at last former refugees who left the country about three decades ago may return to the Karabakh region. In the liberated territories, various employment programmes are being prepared for employment. According to available statistics, to date, about four million people live in only one capital of Baku. The return of the inhabitants of the liberated territories will begin the process of desurbanization or ruralization, that is, the relocation of the population of cities to villages and villages. It should be emphasized that this process is characteristic of developed countries. Obviously, the Great Return of about a million internally displaced persons in Karabakh will be voluminous and intense in scope as well as content. It is obvious that in addition to the return of internally displaced persons, the creation of infrastructure in various areas, including tourism infrastructure, will begin. And to bring this infrastructure into working condition, specialists will be required, not only from among local residents, but also from other populations of Azerbaijan [3].

Paying special attention to the material and intangible heritage of Karabakh, there is a proposal to cover in the work of the platform for booking hotels and tours also the liberated territories of Azerbaijan. At the same time, it is necessary to take into account the peculiarity of natural conditions, individual features of different regions of the country. It is first necessary to calculate the economic foundations of tourism in different regions, then the potential, the use of these opportunities, and as a result, calculate in what quantity and quality the involvement of economic resources is required. The development of tourism directly affects the revival of the regions of the country from a socio-economic point of view in a short time. In summary, we can conclude that hard work awaits us. Tourism around the world in the post-pandemic period will become more seriously and differentiated to compete. Consequently, Azerbaijan, with all its tourism industry, should be ready for this: human resources, products, and strategy.

### **References**

1. [https://ru.wikipedia.org/wiki/Туризм\\_в\\_Азербайджане](https://ru.wikipedia.org/wiki/Туризм_в_Азербайджане)
2. Биржаков М.Б. Введение в туризм. – СПб.: «Издательский дом Герда», 2003.
3. Regional iqtisadiyyat: müasir aspektlər və aktual məsələlər adlı elmi konfransın materialları. Sumqayıt Dövlət Universiteti. 22-23 aprel 2021, Sumqayıt.