

IMPACT OF TOURISM IN THE ECONOMY OF THE STATE

Currently, there are two trends in tourism:

- impact of external economic and political factors;
- the ability of the tourism sector to recover quickly in an unfavorable market situation [1, p. 265-269].

Tourism in Azerbaijan is actively developing. Therefore, the market is constantly looking for new forms of work and ways to solve the problems of the tourism industry. Currently, the share of tourism in the country's GDP is 5.5-6.9%. In general, the development of tourism is proceeding at a rapid pace. The exception was the peak of the COVID-19 pandemic [2].

The economy of the state as a whole is associated with obtaining the optimal effect through the use of limited resources. Limited economic resources are designed to meet the psychological and physical needs of people.

In some studies, tourism is defined as a seasonal activity. This is linked to changes in the conditions of recreation.

The tourism sector in Azerbaijan has comprehensive opportunities. In this regard, in order to support the development of this sphere, the state is pursuing a special policy. This policy reflects the tourism development strategy and its phased solution [3]. Azerbaijan has unique natural, cultural and architectural monuments. Of these, about 38 are architectural monuments of world importance: Ateshgah, Icheri Sheher, Mohammed Mosque, Maiden Tower, Shirvanshahs Palace, Seyid Yahya and Shirvanshahs mausoleums, etc. [4].

Azerbaijan receives only 0.002-0.003% of the international tourist flow around the world. The tourism potential of the country is estimated at up to 10 million tourists a year. The development of tourism in Azerbaijan was negatively affected by the COVID-19 pandemic [5, p. 21-25].

Tourism experienced its worst crisis on record in 2020 following an unprecedented health emergency. This crisis resulted in a 74% decrease in the number of international tourists (overnight arrivals) in 2020 compared to the previous year 2019. This has had a negative impact on the travel of international tourists. Globally, the tourism industry is facing a \$1.3 trillion loss in export earnings. During this emergency, the tourism sector suffered 11 times more total losses than during the 2009 global economic crisis.

According to the annual report of the World Economic Forum in the field of tourism and travel for 2021, Azerbaijan ranked (72nd) among 194 countries in terms of attractiveness for foreign tourists. Azerbaijan's rating is higher than the average by 20 positions. The tourist flow is understood as the movement of tourists from a certain place of residence (supplier market) to other places (the core of attraction). Such places have resources and a tourist offer (receiving market). The change of tourist destinations

and its market changes can be associated with motivational (fatigue from overloaded and noisy centers), economic (inflation, exchange rates), social and other reasons.

To clarify the contribution of the tourism sector to the country's economy, consider its share in world GDP. The share in world GDP is 6.1% in 2021. This indicator in comparison with 2000 decreased by 4.9%.

The presence of competition between economic entities leads to the fact that large business is crowding out small and medium-sized businesses. This contributes to the concentration of the dominant position of large business in the market [6, c. 58-63]. Therefore, the concentration of production occurs very unevenly at individual enterprises, in different industries and countries. In contrast to the spheres of material production, this process in the tourism sector began in the 1970s. But the concentration of production in tourism very quickly began to cover all sectors of the tourism industry.

The World Economic Forum annually determines the ranking of countries of the world (by 195 countries) according to the index of competitiveness of travel and tourism. In determining the ranking of countries, information from international organizations and experts in the field of travel and tourism is used. This data provides rational decisions by states seeking to improve the travel and tourism sector. In the process of analysis in the article were used methods of comparison (benchmarking) and interstate regression analysis with developed countries.

A comparative analysis of international tourist arrivals shows that compared to 2018 in the European Region, this indicator increased by 30.3 million, or 4.2%, in 2019. In 2020, tourist arrivals in the European Region increased by 480.9 million, or 67.2%. This indicator increased by 13.9 million or 4% in the Asia-Pacific region in 2019 and decreased by 289.4 million or 83.5% in 2020, respectively. International tourist arrivals in the Americas region increased by 3.3 million in 2019 and 146.3 million in 2020. In the Africa region, the figure increased by 1.4 million in 2019 and decreased by 50.5 million in 2020. At the same time, the figure in the Middle East region increased by 5 million in 2019 and decreased by 47.3 million in 2020. Globally, there was an increase of 0.053 million in 2019 and a decrease of 47.3 million in 2020.

The most important organizational and economic problems of entry of foreign tourists to Azerbaijan can be referred to two main issues. With the improvement of living standards and welfare of Azerbaijani population the volume of mobile tourism will increase.

This will increase the demand for services by consumers of the country. At the same time, it is necessary to regulate both the standard of service and the level of prices for tourist services. On the other hand, inbound tourism in the country is an important source of foreign exchange earnings. The decline in inbound tourism requires an analysis of the reasons why tourists from abroad are not interested in the country. Tourism affects the country's economy in all aspects of the fundamental definition of this sphere of society.

International tourism increases its importance in the economic development of countries and confirms the assumption of growth of income from international tourism. The crisis of recent years, as well as the military conflict between Russia and Ukraine

had a negative impact on the purchasing power of the population. If we manage to reverse this negative trend and stimulate the growth of income in the coming years, the country will achieve a rapid development of tourism. This will have a positive impact on the organization of tourist trips from the population to local areas.

The tourism and travel sector is of great importance in providing employment for the population. It allows you to identify tourism resources and new products for the development of tourism in different regions of the world and accurately determine the tourist resources. It also makes it possible to properly compose a strategy for their development in this direction.

References:

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