

THE ROLE OF TOURISM IN PROVIDING EMPLOYMENT

Employment of the population of any country is one of the indicators of the development of its economy, including a decrease in the unemployment rate, improvement of the welfare of the people. It should be noted that the growth rate of the tourism sector in Azerbaijan, acting as much as possible to increase the economy, simultaneously affects the socio-economic situation in the country. Since the citizens of the republic, having financial opportunities, develop their personal needs, with the manifestation of free time, they choose to travel as a tourist in different countries of the world with information capabilities.

The problem of employment of the able-bodied population is considered as one of the most significant, since it is directly related to the prospects of socio-economic stability of the country. In the perspective of socio-economic stability of the country, demographic processes are determined, which is one of the main parts of social policy, i.e. this process has demographic and social content. In economic literature, scientists point out that employment is a system that includes the degree of satisfaction of personal and social needs of citizens of the country, a set of attitudes about the participation of the population in labor activity, expressing the measure of their inclusion in labor processes.

The state employment policy of the population is part of the socio-economic policy of the country, where the intensive development of all sectors of the economy, including the tourism industry, affects the level of employment of the population. At the same time, in many countries of the world tourism plays a significant role in the formation of gross domestic product (GDP), in creating additional jobs, in providing employment and activating the foreign trade balance. In addition, tourism has a huge impact on such key sectors of the economy as agriculture, transport and communications, construction, production of consumer goods and others. Also, the tourism sector is a catalyst for the socio-economic development of the country. The economic development of this sphere is characterized by impressive data on the global economic market.

According to the World Tourism Organization (UNWTO), more than 900 million international tourist trips were registered in the world in 2022, which is twice as much as in 2021. Nevertheless, the number of international arrivals in 2022 remains 37% lower than in 2019 (before the pandemic period) (1.5 million). According to their data, an increase in foreign tourist arrivals was recorded in every region of the world last year. The lowest dynamics was observed in the Middle East, where one of the drivers of the growth in the number of arrivals was the 2022 World Cup in Qatar and the air travel route network was almost completely restored. Due to these factors, the tourist flow to the Middle East region, the arrival of tourists has recovered and compared to 2019, the level of this indicator has increased and amounted to 83% [1].

It should be emphasized that the difficult social, economic and geopolitical situation in the countries of the world remains the main factor hindering the recovery to a state before the mediocre conditions in the economy as a whole, and in particular international tourism [2, p. 47-48]. The increase in the inflation rate in the countries of the world, the aggravation of the war between Russia and Ukraine, the possibility of a decrease in the supply of grain products to countries in need, as well as a sharp increase in oil prices have led to an increase in public spending (on maintenance, transport, accommodation, etc.). And this, in a direct way, affects the decline in the purchasing power of populations. The indicators of the countries' inflation rating for 2022-2023 show that the highest indicator was in Venezuela (398%), Lebanon (230%), Syria (139%), North Korea (55%), and the lowest indicator was in Mali (-0.7%), South Sudan (-3.1%), etc. [3]

It can be noted that the development of many tourist destinations in the country is just beginning, since the overall strategy for the development of this industry in Azerbaijan is at the stage of its new formation. In the future, the country's leadership is aimed at the formation of a competitive tourism industry and the development of tourist infrastructure. Therefore, one of the important issues is the liberation of these territories from Armenian separatists, the clearing of mined fields, the gradual return of refugees to their native districts and villages, and the simultaneous creation of tourist infrastructure in the liberated territories. The tourist potential of these areas is also very rich. It will be possible to fully use the tourist opportunities of Karabakh only if several main factors are taken into account, such as:

- ensuring the security of the population independent of their nation in the territory;
- clearing of mined fields;
- gradual return of the population;
- -creation of all necessary infrastructures in these areas, etc. [4, p. 40-45].

Azerbaijan receives only 0.002-0.003% of the world's international tourist flow. However, the calculations and forecasts of experts confirm that the country has the ability to receive approximately 10 million tourists a year [5, p. 562-569]. It should be noted that the emergency situation that began at the end of 2019 in all countries of the world had a significant negative impact on the development of tourism in Azerbaijan, which in 2020 the number of tourists arriving in the country decreased 3.2 times, in 2021 - 2.8 times, in 2022-2.2 times compared to 2019 [6].

Employment in different countries depends on the legislation adopted in the country and its compliance [7]. The tourism industry differed from other sectors of the economy by a number of specific features, which can be distinguished by the fact that tourist services are sold in one place, and consumed in another place or in another country. On the other hand, income from the sale of tourist products is generated only where tourist services are purchased. The process of consumption of tourist products is regulated by what the tourist chooses in accordance with the service provided to him, as well as the place of his temporary stay. An important factor of employment in tourism is considered to be a factor that forms communication between buyers of tourist services and employees of the company. Often, the communication that occurs

between buyers of services and employees of the company creates a source of risk for many operations in the tourism sector.

The world labor and employment markets and their structure have a certain impact on the development of tourism, or vice versa-the development of tourism has a certain impact on the formation of the structure of these markets. It is estimated that there are about 325 million people in the world employed in permanent or temporary jobs in tourism and related industries. The level of employment in tourism and related industries has a relatively greater impact on the employment market than in sectors such as finance, healthcare, banking, automotive, mining, etc. The tourism market allows people to work in more jobs than the healthcare market, financial sector, banking sector, mining and agriculture. Calculations show that the tourism market allows creating new and vacant jobs 5 times more than in the mining industry and almost 2 times more than in the financial sector, and in 2021 the tourism sector was able to accommodate about 330 million jobs. According to the GAT (State Agency of Azerbaijan for Tourism), the main goal of the country for tourism is to increase the number of foreigners visiting Azerbaijan to 4 million people in 2026, and to increase the indicators of domestic tourism to 6 million citizens [8].

It should be noted that the number of employees employed in tourism-specific areas in Azerbaijan in 2016-2021 increased from 43.5 thousand to 53.7 thousand people. So, in the number of employees employed in this area, compared to 2016, in 2017, 7.7% or 3.36 thousand people; in 2018, 22.4% or 9.75 thousand people; in 2019, 35.6% or 15.5 thousand people; in 2020, 12.7% or 5.54 thousand people and in in 2021 -23.55% or an increase of 10.24 thousand people. As can be seen from the analysis, despite the increased control in the conditions of the pandemic in the Republic of Azerbaijan, in the same period there was an increase in the number of workers employed in areas specific only to tourism, with the exception of 2018-2019. In our opinion, this growth can be attributed to the preventive measures taken by the state, including the provision of state support for the cultivation of tree seedlings and flowers in private farms [1; 9].

International tourism has a powerful impact on employment. The tourism industry is a labor-intensive process, so it employs mostly unskilled workers. However, this does not mean that highly skilled labor is not used in the tourism sector. In this area, new jobs are geographically spread more widely than in other developing sectors of the economy. The development of tourism in the world is influenced by scientific and technological progress, improving the quality of life of the population, increasing the length of free time, vacations, economic and political stability and a number of other factors [10].

Conclusions. Employment of the population in different countries with a multiplicative effect of tourism is several times higher than with direct employment. In this case, the internal tourist activity of the region's population can serve as an indicator for assessing the effectiveness of the existing brand of the region. Even in countries with multiplicative efficiency of this sphere, the employment rate of the population is 11.8% higher than in direct employment. Employment in tourism-specific areas in Australia is 2.6 times, in France -2.48 times, in the USA-2.62 times, in Germany-3.29 times and in Azerbaijan -4.46 times higher than in direct employment. The result of the

study shows that the employment of the population in different countries with the multiplicative influence of tourism is slightly higher compared to the total employment of the population. And this directly affects the creation of a large number of jobs in the tourism sector and related industries, which is primarily due to the contribution of the tourism sector to the country's GDP, the number of tourist arrivals and the growth of tourism revenues.

Employment of the population in different countries with the multiplicative influence of tourism is slightly higher compared to the total employment of the population, this directly affects the creation of a large number of jobs in the tourism sector and related industries.

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