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ABSTRACT

of the dissertation for the degree of Doctor of Philosophy

**THE ROLE OF NATIONAL MUSEUMS IN
DEVELOPMENT OF CULTURAL TOURISM
IN AZERBAIJAN**

Speciality: 6220.01 — Museology

Fields of science: Art study

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Baku–2021

The work was performed at the department of "Social Sciences" of the Azerbaijan Tourism and Management University

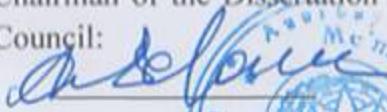
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GENERAL CHARACTERISTICS OF THE RESEARCH

Relevance and development degree of the subject. The rapid development of tourism since the second half of the twentieth century has made this specific area of activity one of the most important industries in most countries of the world. As a result, tourism began to have a serious impact on the political and socio-economic life of the countries. Tourism has become one of the most profitable and dynamically developing sectors of the global economy, the world's third largest export category after the oil and chemical industries.¹

However, the global COVID-19 pandemic in 2020, as in all areas, has had a negative impact on the tourism industry. Global tourism suffered its worst year on record in 2020, with international arrivals dropping by 74% according to the latest data from the World Tourism Organization. Destination worldwide welcomed 1 billion fewer international arrivals in 2020 than in the previous year, due to an unprecedented fall in demand and widespread travel restriction. According to UNWTO's extended scenarios for 2021-2024 it could take two-and-a-half to four years for international tourism to return to 2019 levels.²

In the context of modern globalization, every state that considers the promotion of its national culture as an important political task should be interested in expanding the cultural component of tourism. At the same time, the cultural component is directly or indirectly involved in almost all types of tourism, regardless of the seasons.

Today, our country's tourism industry offers to domestic and foreign tourists a wide range of tourist services including cultural, health, business, ecological and others. Cultural tourism, which

¹ UNWTO Tourism Highlights, 2020 Edition: [Electronic resource]. URL <https://www.e-unwto.org/doi/pdf/10.18111/9789284422456>

² UNWTO. 2020: Worst Year in Tourism History with 1 Billion Fewer International Arrivals/ News Release. 28.01.2021. [Electronic resource].URL: <https://www.unwto.org/news/2020-worst-year-in-tourism-history-with-1-billion-fewer-international-arrivals>

services to change the interests and needs of the majority of tourists, occupies a special place among these proposals. Our Karabakh liberation from thirty years' enemy occupation by our brave army under the leadership of Supreme Commander-in-Chief, Mr. Ilham Aliyev, during the forty-four-day Patriotic War has created a great joy and enthusiasm among our people. Besides, the victory has also opened new prospects to further development of the tourism industry in our country. The existing historical, cultural and religious monuments in Karabakh will stimulate the development as of cultural tourism, so and religious tourism, historical, medical and other types of tourism. Thus, Azerbaijan will have great potential for the comprehensive development of many areas of tourism.

Being one of the main cultural institutions of the country, museums have a special importance for development of cultural tourism. There are more than 250 museums of different levels and purposes in Azerbaijan. Along with other cultural institutions of the country, these museums should become the main cultural objects that attract both local and foreign tourists.³

The National Museum of History of Azerbaijan of the Azerbaijan National Academy of Sciences, the National Museum of Azerbaijan Literature named after Nizami Ganjavi of the Azerbaijan National Academy of Sciences, the Azerbaijan National Museum of Art of the Ministry of Culture of the Republic of Azerbaijan and the Azerbaijan National Carpet Museum of the Ministry of Culture of the Republic of Azerbaijan have a special place among cultural institutions. Thus, the role and opportunities of national museums influencing the development of cultural tourism in Azerbaijan, their systemic scientific research in terms of tourism and integration in tourism industry are the main factors determining the relevance of the topic.

From this point of view, the above-mentioned museums are an integral part of socio-cultural and economic management in modern times, their role and effective activity, importance and specificity in

³ Mammadzade, V.V. Museology aspects of the use of cultural heritage in the organization of tourism in Azerbaijan: / Doctor of Philosophy in Art dis. / - Baku, 2016. - 138 p.

development of cultural tourism in the country express an independent theoretical problem that indicates the relevance of the dissertation's topic. Therefore, in the context of general cultural changes, the conditions and working methods of museums are changing and their role is growing. This, in turn, is conditioned by a number of external factors - the rapid development of all areas, the relevance of global problems, democratization of society and involvement of different categories of people in cultural processes, strengthening ties, the interaction of culture, politics and economy etc.

In connection with the above, the process of natural inclusion of a museum in ongoing socio-economic, political and cultural processes is becoming more actual. The level of success of a museum and its sustainable development are of special importance. According to the Director of the Russian State Hermitage Museum, academician M.B. Piotrovsky: *“the sense of existed modern context by museum, ability of museum to change and adapt to the requirements of the time determine its development. A successful museum always gives its visitors new experiences and impressions”*.⁴ At the same time, it is increased the museum's responsibility as a socio-cultural institution, which serves to maintain traditional cultural standards at a high level and to ensure the assimilation of humanistic values.

The problems of interaction and mutual conditioning between a museum and tourism, the problem of its limited access to modern economic and socio-cultural processes have been analyzed in frames of various disciplines.

Philosophical aspects of the museum as a cultural, socio-cultural and spiritual-moral phenomenon, the specifics of the

⁴ Piotrovsky, M.B. What is a successful museum? Expert commentary by professionals in the museum and exhibition business / Changing Museum in a Changing World. - Moscow: V. Potanin Foundation, - 2011. - p. 12-14.

museum subject have been studied by A.A. Voronin⁵, T.P. Kalugina⁶, A. Malro⁷ and other scientists and philosophers.

In cultural studies (T.A. Aleshina⁸, E.N. Mastenitsa⁹, M.B. Piotrovsky¹⁰, K. Hudson¹¹ and others) the empirical material is generalized, the results are systematized, the perception of the museum as a cultural phenomenon is formed. These studies conclude that the socio-cultural potential of a museum is not limited to museum collections. It is noted that in modern conditions, museum reveals the ideas preserved in the museum, based on historical and cultural heritage, relevant and socially important for the present period, and their delivery to both local and foreign tourists.

From sociology point, a museum is analyzed as a social institution that performs public functions, a mechanism to meet the specific needs of society and the individual (E.M. Akulich¹², G. Belting¹³, V.M. Grusman¹⁴, M.D. Gnedovsky¹⁵ and others).

⁵ Voronin, A.A. Museum as a creative space of culture // Philosophical studies, - 1994. No. 1, - p. 69-84.

⁶ Kalugina, T.P. Art Museum as a Cultural Phenomenon: / Doctors of Philosophical Sciences dis. / - St. Petersburg, - 2002.- 278 p.

⁷ Malraux, A. Voices of Silence. An imaginary museum. / A. Malraux. - St. Petersburg: Alateya, - 2021.- 494 p.

⁸ Aleshina, T.A. Museum as a cultural phenomenon: / Candidate of Philosophical Sciences dis. / - Novocherkassk, 1999. - 142 p.

⁹ Mastenitsa, E.N. Cultural heritage and museum in the era of globalization // Electronic age and museums: materials of the international scientific conference, - Omsk: - ShchGIKM, - 2003. - Part I. - p. 196-203.

¹⁰ Piotrovsky, M.B. What is a successful museum? Expert commentary by professionals in the museum and exhibition business / Changing Museum in a Changing World. - Moscow: V. Potanin Foundation, - 2011. - p. 12-14.

¹¹ Hudson, Kenneth. Influential Museums / Kenneth Hudson / trans. By L. Motyleva. - Novosibirsk: Siberian Chronograph, - 2001. - 194 p.

¹² Akulich, E.M. Museum as a social institution: / Doctor of Sociological Sciences dis. / - Tyumen, 2004.- 409 p.

¹³ Belting, H. Museum as a means of information // Museum as a community in the context of globalization. - Moscow: ICOM Russia, - 2002. - p. 4-17.

¹⁴ Grusman, V.M. Formation and development of social and cultural functions of Russian museums: / Candidate of Pedagogical Sciences dis. / - S. Petersburg, - 2001. - 158 p.

Various aspects of museum marketing and management, as well as involvement of the museum in a field of tourism have been reflected in the works of researchers from the CIS countries (Yu.E. Komlev¹⁶, A.V. Romanchuk¹⁷, Q.L.Tulchinsky¹⁸ and others), and in the works of foreign scholars such as N. Kotler, F. Kotler, V. Kotler,¹⁹ T. Silberberg²⁰.

The study of cultural tourism is carried out by scientists from the CIS countries (I.V. Zorin, V.A. Kvartalnov, O.V. Rakhmaleva, M.D. Sushshinskaya and others)²¹, as well as other countries (B. McKercher and H.Du Cross, Ch.R. Goeldner, R.V. Makintosh, G. Richards, T.Silberberg, A.Tige, M. Hall and H. Zeppel and others).²²

¹⁵ Gnedovsky, M.B. Museum communication as a subject of museology research / M.B. Gnedovsky, V.Yu. Dukelsky. // Moscow: Museology: Museum-Culture-Society, 1992. Issue. 21.

¹⁶ Komlev, Yu.E. Organization of marketing activities in the museum: / Candidate of Pedagogical Sciences dis. / - St. Petersburg, - 2005. - 231 p.

¹⁷ Romanchuk, A.V. Museum tourism. Teaching aid / A.V. Romanchuk. - St. Petersburg, St. Petersburg State University - 2010.- 46 p.

¹⁸ Tulchinsky, G.L., Shekova Ye.L. Management in the field of culture. Textbook. / G.L. Tulchinsky, Ye.L. Shekova - 4th ed., rev. and add. - S. Petersburg: Lan, - 2009. - 528 p.

¹⁹ Kotler, Neil. Museum marketing and strategy. / Neil. Kotler, Philip Kotler, Wendy Kotler. - San Francisco: Jossey-Bass, - 2008. - 432 p.

²⁰ Silberberg, T. Cultural tourism and business opportunities for museums and heritage sites // Tourism Management. – 1995. Vol. 16, issue 5, - pp. 361-365.

²¹ Zorin, I. G. Encyclopedia of Tourism. Russian International Academy of Tourism. / I.G. Zorin. - Moscow: Finance and Statistics, - 2003. - 364 p.; Kvartalnov, V.A. Tourism. Textbook / V.A. Kvartalnov. - Moscow: Finance and Statistics, - 2000. - 320 p.; Rakhmaleva, O. V. Cultural tourism as a factor in the socio-economic development of the region: /Candidate of Economic Sciences dis. / - St. Petersburg, 2000. - 186 p.; Sushchinskaya, M.D. Cultural tourism. Textbook / M.D. Sushchinskaya. - St. Petersburg: St. Petersburg State University of Economics and Finance, - 2010. - 129 p.

²² McKercher, Bob. Cultural tourism: the partnership between tourism and cultural heritage management./ Bob McKercher, Hillary Du Cros./ - New York: Routledge, - 2015. - 262 p.; Charles, R. Goeldner. Tourism: Principles, Practices, Philosophies / Charles, R. Goeldner, J.R. Brent Ritchie./ - New Jersey: John Wiley & Sons, - 2011. - 494 p.; McIntosh, W. Robert, Tourism: principles, practices, philosophies./ R. W. McIntosh, R. Charles Goeldner. /-New Jersey: John Wiley & Sons, - 1986. - 564 p.; Richards, Greg. Cultural tourism in Europe. / Greg Richards. – Wallingford: CABI ATLAS, - 2005. - 254 p.; Silberberg, T. Cultural tourism and

Although research in the problems of tourism in Azerbaijan, foundations of the national theory of tourism and museology mainly cover the economic and socio-cultural spheres, here, it also partially covers the tourism activities of museums. Thus, organization of cultural tourism, tourism-excursion work, tourism-recreation activities have found its reflection in studies of Muzaffar Agakerimov, Bahadur Bilalov, Jafar Jafarov, Vugar Dargahov, Sabir Rahimov, Habiba Soltanova, Jabir Mammadov, Ilgar Huseynov, Sayavush Mahishov and other researchers.²³ In particular, the museology aspects of cultural tourism have been touched upon in the research of Muzaffar Agakerimov, Sabir Rahimov, Ilgar Huseynov and Sayavush Mahishov. Among the museum studies we can mention the works of Ramiz Agayev, Rasim Efendiyev, Roya Tagiyeva, Minakhanim Asadova, Gunay Gafarova, Elfira Gurbanova, Yegana Eyvazova, Alla Bayramova, Sabir Amirkhanov, Adilkhan Bayramov, Vusala Mammadzade, Naila Aliyeva, Nurlana

business opportunities for museums and heritage sites // *Tourism Management*. – 1995. Vol. 16, issue 5, - pp. 361-365.; Tighe A. Cultural tourism in 1989. Paper presented at the 4th Annual Travel Review Conference, Washington, DC, 1990.; Hall M., Zeppel H. History, architecture, environment: cultural heritage and tourism. / M. Hall, H. Zeppel // *Journal of Travel Research*, - 1990, no. 29(2), - p. 54-55.

²³ Agakerimov, M.M. Excursion and tour guide. / M.M. Agakerimov, S.I. Babazade. - Baku: Oscar, - 2006. - 194 p.; Bilalov B.A., Mammadov C.A. Inbound tourism in Azerbaijan and its development ways / monograph /. Baku, 2004, 180 p.; Jafarov, C.M. Problems and prospects of development of tourism in Azerbaijan // *Economic and international relations of the Caucasus and Central Asia in the process of globalization Materials of the II International Congress, II book*. - Baku: - 02-05 May, - 2007.- p. 510-513.; Dargahov, V.S. Recreation and tourism resources /V.S. Dargahov. - Baku: MBM, - 2008. - 216 p.; Rahimov S.H. Organization and management of tourism-excursion work / S.H. Rahimov. - Baku: Mutarachim, - 2004. - 340 p.; Soltanova, H.B. Basics of tourism. Textbook /H.B. Soltanova. - Baku, 2007. - 316 p.; Mammadov, C.A. Explanatory encyclopedic dictionary of tourism terms and concepts / C.A. Mammadov.- Baku: Mutarachim, - 2003.-208 p. ; Huseynov, İ.H. Basics of tourism. Textbook. / İ.H. Huseynov, N.T. Efendiyeva. - Baku: Mars-Print, - 2007. - 442 p.; Mahishov, S.E. Enlightenment essence of cultural tourism and its development factors: / Doctor of Philosophy in Art dis. abstract./ - Baku, 2012. - 27 p.

Bagirova, Hijran Sadigzade.²⁴ These researches shed light on theoretical-methodological and practical issues on the main directions of the dissertation topic.

Thus, research, which have been published in recent years, have extensively covered the field of tourism. A number of research works are devoted to development of cultural tourism in Azerbaijan. However, a systemic study of the cultural potential of national museums, their limited involvement in tourism industry and their role in development of cultural tourism is not sufficiently reflected in the works of local scientists. It is namely this factor has made it necessary for us to select and conduct a comprehensive study on the topic of “The role of national museums in development of cultural tourism in Azerbaijan”.

Object and subject of the research. The object of research is the National Museum of History of Azerbaijan of the ANAS, the

²⁴ Museology. Textbook / Ed. by R. Agayev, S. Amirkhanov, A. Alizade. - Baku: Mars-Print, - 2002. - 448 p.; Efendiyev, R. Azerbaijan decorative applied art / R. Efendiyev. - Baku: - 1999.; Tagiyeva, R. National identification - against globalization // Simurg cultological journal, - 2010. № 2, - p. 27-30.; Gurbanova, E. On the problems of protection of cultural heritage and museology. Cultural diversity as a socio-political value // II National Forum of Culturologists (International scientific-practical conference) Baku,). Baku: - June 3, 2010, - 504 p.; Eyvazova, Y.M. Protection and operation of historical and cultural monuments outside the museum. Textbook. / Y.M. Eyvazova. - Baku: Mars-Print, - 2010. - 344 p.; Bayramova A.G. The role of museums in the collection, preservation, study and promotion of materials of musical culture of Azerbaijan: / Candidate of Arts dis. / - Baku 2004. - 240 p.; Amirkhanov, S.A. Museology. Teaching aids. / S.A. Amirkhanov. - Baku: Baku Business University, - 2012. - 112 p.; Bayramov, A. Art, temples of art and devotees / A. Bayramov. - Baku: Vatanoglu, - 2015. - 336 p.; Mammadzade, V.V. Museology aspects of the use of cultural heritage in the organization of tourism in Azerbaijan: / Doctor of Philosophy in Art dis. / - Baku, 2016. - 138 p.; Aliyeva, N.A. Modern innovations in the organization of museum work: / Doctor of Philosophy in Anthropology dis. / Baku, 2011. - 135 p.; Jafarova N.P. History of creation and development of literary museums of Baku: / Doctor of Philosophy in Anthropology dis./ - Baku, - 2011. - 146 p.; Sadigzade, H.A. Problems of collection, development and promotion of samples of material culture through museums: / PhD in Anthropology dis./ - Baku, 2008. -158p.; Bagirova, N.Q. The role of the Azerbaijan National Museum of Art in the protection, preservation and promotion of the collection of decorative and applied arts: / Doctor of Philosophy in Art dis. / - Baku, 2013. - 162 p.

National Museum of Azerbaijan Literature named after Nizami Ganjavi of the ANAS, the Azerbaijan National Museum of Art of the Ministry of Culture of the Republic of Azerbaijan and the Azerbaijan National Carpet Museum of the Republic of Azerbaijan. The subject of the study is the research of the historical and cultural potential of the country's national museums and their involvement in the tourism industry.

Objectives and tasks of the research. The aim of the research is to create a scientifically based concept of the integration of national museums into the cultural tourism industry.

To achieve the goal, the following tasks have been set:

- substantiation of the necessity of the concept for systemic integration of national museums into the tourism industry;
- research of the legal base of the national museums;
- study of the historical and cultural potential and management activities of national museums;
- analysis of the experience of leading foreign museums in the field of tourism and the application of this experience by local national museums.

Research methods. Analysis and synthesis, systemic approach, statistics, etc. are taken as basis scientific methods in the dissertation work. The comparative statistical method, expert assessments were used in the research process, interviews, surveys, observations, as well as comparative analysis of official statistical materials and documents were conducted.

Museum buildings, such as historical and cultural exhibits kept in the museum and objects of cultural heritage of our country, which are attracted local and foreign visitors have had methodological significance in the research process.

The theoretical basis of the dissertation consists of classical and modern theories and hypotheses in philosophy, anthropology, sociology of culture, economics, law and museum studies, the results of research conducted at the intersection of these fields.

The theoretical basis of this research, which is devoted to the problems of using modern forms and methods of museum management, capable of transforming national museums into one of

the most important objects of cultural heritage, is also the following theories and concepts: museum communication theory (M.B. Gnedovsky, D.F. Kameron, O.S.Sapanja and others); museum marketing concept (Y.S. Soboleva, F. Kotler, N. Kotler and others); museum management concept (A.V. Romanchuk, F.F. Rybakov, Y.S. Soboleva, G.L. Tulchinsky and others); the concept of “living museum” (C.K.Dan, P.A.Florensky); the concept of “imaginary museum” (A. Malro); the concept of “museum as a recreation institution” (K. Hudson, Y. Romeder, D.A. Ravikovich).

Main provisions for defense. The research work is reflected in the following scientific provisions:

- It was studied the legal framework of national museums and gaps, which hindered their involvement in the tourism industry in the legislation, were identified;

- Suggestions to improve the management system in national museums were made;

- Scientific analysis of relations between national museums and travel agencies was carried out and relevant proposals were given.

Scientific novelty of the research. The main scientific novelty of the research is the first systemic, comprehensive study of the problem. Thus, the scientifically well-founded concept of integration of national museums into the field of cultural tourism has not been yet systematically studied. The studied problem has become a separate object of research in this dissertation work, and for the first time a comprehensive scientific approach to the results of various researches related to the topic has been expressed in this work.

Theoretical and practical significance of the research. The general concept of museum and tourism presented in a dialectical unity contributes to theoretical approaches to the study of a museum as an important participant in the field of cultural tourism. The practical significance and relevance of the problem determine their possibility for both scientific research of museum practice and their use by the museum administration to improve the management of the institution and its involvement in tourism industry.

The results of the dissertation can be used as a theoretical and methodological basis for studying the effectiveness of the

involvement of museums in the tourism industry, the positive role of museums in formation and further enhancement of the cultural image of the country. Research can be a useful scientific resource for researchers, teachers, museologists and students working in the field of tourism, museums and tourism.

Approbation and application of the research. The main content, scientific provisions and results of the dissertation were presented at scientific-practical conferences in Azerbaijan and abroad, the articles on various sections of the work were published in scientific journals recommended by the Higher Attestation Commission under the President of the Republic of Azerbaijan.

Name of the organization where the dissertation work is performed. The dissertation work was carried out in the Azerbaijan Tourism and Management University.

The structure and volume of the dissertation. The dissertation consists of an introduction, three chapters, eight and a half chapters, a conclusion, a list of references and appendices. The general content of the study is reflected in 146 pages (263,525 signs) of the computer collection. Introduction: 7 pages-12,916 signs, Chapter I: 34 pages-66,561 signs, Chapter II: 34 pages-67,764 signs, Chapter III: 45 pages-87,515 signs, the final part of the dissertation 3 pages-4,905 signs and list of used literature 16 page - identified by 23,864 characters.

MAIN CONTENT OF THE DISSERTATION

The first chapter of the dissertation “Cultural tourism and its place in the modern tourism market” consists of three sub-chapters. The first paragraph of the chapter **“The concept of ‘cultural tourism’ and its distinctive features”** focuses on the protection, recognizable and promotion of cultural and historical heritage of cultural tourism and contributes to the formation of a positive image of the country in an international arena.

Beginning from the 1980s, anthropologists and sociologists made various attempts to define cultural tourism. Thus, if in the past cultural tourism was essentially associated with history, the material culture of the places visited, with the development of the global economy there are rapid changes that democratize culture in the social and cultural spheres, i.e. “elite” and “mass” cultures, art and life, the number of cultural trips is growing. This, in turn, makes people more flexible and eliminates previously existing differences between cultures. The increase in cultural production creates the preconditions for the emergence of different types of tourism, which have different degrees of cultural component in global tourism, cultural tourism, tourism under the “cultural heritage” program, art tourism, ethnic tourism and various terms in literature. As a result, the emergence of the phenomenon of cultural tourism leads to the emergence of a wide range of its various definitions. In our opinion, most of these definitions are formed for specific purposes and, as a rule, belong to one of the many components of cultural tourism.

Cultural tourism is when a tourist travels to get acquainted with the culture and history of both his/her country and other countries. If we assume that cultural tourism is a type of travel that involves acquaintance with material and spiritual culture and gaining various knowledge about them, then cultural tourism is a visit to places of world cultural heritage, historical sites, architectural monuments and temples, places of worship and other religious destinations, places of historical wars, acquaintance with languages, everyday life, traditions, beliefs, participation in music festivals and other cultural

events. Thus, tourism is a visit to places of world cultural heritage, a trip to historical sites, architectural monuments and places of worship.

Consequently, the main features that distinguish cultural tourism from other types of tourism and should be reflected in this definition are: a) the cultural component of the trip should be a personal motivation or a decisive factor for the traveler; b) the cultural component of the trip must be at a high level, i.e. its volume and intensity must take precedence over the trip; c) Most of the time available to the tourist during the trip should be spent on visiting cultural monuments and participating in events.

The second paragraph of the first chapter entitled **“Culturological aspects of culture and tourism”** discusses the relationship between culture and tourism, the cultural approach to tourism. Tourism can also strengthen the solidarity and tolerance between people with different traditions, social and political structures, and expand cultural exchanges and good neighborly relations. This, in turn, indicates the relevance and importance of the study of cultural tourism. According to the Manila Declaration on World Tourism (1980), modern tourism has become a factor in the development of personality, social equality and solidarity between peoples and nations. In addition to its known economic aspects, tourism has also acquired cultural and spiritual aspects.

Currently, tourism is one of the leading areas of socio-economic, political and cultural activities in most countries and regions of the world. The interests of economics, politics and culture are closely linked in the field of tourism. It plays an important role in international relations. Thus, every year more than one billion tourists travel to all continents of the world. According to the International Tourism Organization, 1.4 billion people visited foreign countries for tourism in 2019, and the dynamics of such growth will be maintained in the near future.²⁵ The active participation of most

²⁵ UNWTO Tourism Highlights, 2020 Edition: [Electronic resource]. URL <https://www.e-unwto.org/doi/pdf/10.18111/9789284422456>

developing and developed countries in the growth of traditions and culture for tourism indicates the global nature of this trend.

Thus, culture is not only an important aspect of tourism products, but also affects the attractiveness and competitiveness of our countries and regions. This can be considered more successful in terms of sustainable development of tourism in our country and regions, which creates a positive interaction between culture and tourism. For the positive development of relations between tourism and culture, it is important to identify the following factors: a) the continuity of cultural events; b) the level of participation of local population, except for tourists; c) the ability to produce all products and services needed for tourism in our country and regions.

It should be noted that culture needs support (as well as support from tourism) in order to have enough potential in the world. Tourism needs an integral part of culture to develop. All this is the basis of international cultural and tourism exchanges without exaggeration. Therefore, one of the most serious issues in modern times is the cooperation and interaction between museums with national status and the tourism industry, which should be reflected in scientific research.

The third paragraph of the first chapter is entitled “**Socio-cultural resources of the country as an important factor in development of cultural tourism**”. The basis of cultural tourism in this paragraph is historical and cultural potential of the country, which includes a socio-cultural environment, along with traditions, features of domestic and economic activities.

Various areas of historical and cultural heritage can motivate travel and create a lasting interest in tourism. This motivation includes cultural, art and architectural monuments, historical, religious monuments, spiritual heritage, etc. can be caused by elements as such. Thus, the socio-cultural potential of a country is primarily expressed through historical heritage monuments. Most tourist destinations approach their history as a factor in attracting tourism flows. The existence of unique historical sites can lay the foundation for the successful development of tourism in the region.

Acquaintance with history and historical monuments is an important tourism motivation.

Culture is one of the main components of tourism, and the cultural component of tourists is presented in most of the travels, directly or indirectly. Today, cultural tourism has become one of the most popular types of travel. At the same time, an effectiveness of the use of cultural tourism as a tool for solving economic and social problems in the framework of the program of socio-cultural development of the region is a comprehensive approach to addressing the protection and functioning of historical and cultural heritage. In addition, the liberation of Karabakh from the Armenian occupiers will further enrich the tourism potential of Azerbaijan. Thus, due to the favorable geographical location of our country, it has become an area where different civilizations and cultures meet. The passage of the ancient Silk Road through this area affected the ethnic and cultural diversity and development of the area.

From the above, it can be concluded that the multicultural and tolerant policy pursued by our state, the ancient and rich material and spiritual culture of our people create conditions for development of cultural tourism. Numerous ancient and rich historical and cultural monuments of our country, their protection and restoration are under the constant control of our state. This is evidenced by a number of legal and regulatory acts adopted by the country's leadership in recent years. These documents once again emphasize that our country has an important historical and cultural resources, the need to include these resources in the field of tourism. At the same time, in order to widely promote and demonstrate the cultural and tourism potential of Azerbaijan, many projects and events were implemented in Baku, regions and an international arena, which in turn contributed to development of socio-cultural potential of the country through cultural tourism.

The second chapter of the dissertation is entitled “**The role of museums in modern tourism**”. The first paragraph of this chapter, entitled “**The importance of international experience in the inclusion of museums in cultural tourism industry**”, notes that the role and importance of museums have undergone significant changes

under the influence of socio-economic and political processes in the world today. By serving national and international audiences, museums contribute to the socio-economic development of the region and growing tourist interest in the region.

In order to survive in modern conditions, museums must not only be a place to display exhibits, but also an economically attractive social institution. The function of successfully developing museums today is more than traditional exhibitions, research, collections and education, to innovative communications, informatization, learning from the experience of leading foreign museums, and so on correctly expanded. The success of the museum in such situation is determined by the need to adjust the proposal in accordance with rapidly changing student, to protect the interest of audience through intensive communication and application of new technologies.

Today, world-famous museums attract local and foreign tourists during their stay in this or that country or region, making them feel like desirable guests.²⁶ To achieve these goals, they need to think about the needs and interests of people they want to see in the museum. Proper organization of the museum's work with visitors, i.e. the right communication strategy, meets the needs and interests of visitors, and provides financial benefits to the museum itself, as well as to the region or country.

In this case, the promotion of the country's history and culture is important. Certain elements in the experience of attracting visitors, active use of modern forms of communication with the audience, as well as exchange of collections, organization of mobile exhibitions, support for regional museums and cooperation with various cultural and tourism organizations in the country can be applied by national museums.²⁷ This, in turn, will serve to expand the audience of local

²⁶ Babayeva, S.R. The experience of attracting tourists in the activities of modern museums (on the example of the activities of the British Museum) // - Tomsk: Bulletin of the Tomsk State University. Culturology and art history. - 2018, No. 29.- p. 247-254

²⁷ Babayeva, S.R. Museum in the field of cultural tourism: some integration issues // Baku: Azerbaijan University of Tourism and Management, Journal of Tourism and Hospitality, - 2018. No.1, - p. 238-245.

and foreign museums, as well as to introduce the rich history and culture of Azerbaijan to the world.

The second paragraph of Chapter II, entitled “**Main directions of museum communication, management and marketing**”, states that in practice, today the communication strategy is an important part of the activities of museums.

In a more general way, towards the end of the twentieth century communication gradually became the driving force of museum activities. This means that museums use all methods, as well as other technical communications, to convey information in a special way, most likely at the risk of paying less attention to the more important aspects of their work.

Most large museums have public relations departments or “public programming departments”. Through traditional or innovative events organized by these departments (events, meetings, publications, night events, etc.), the number of visitors with target groups increases, thus expanding the museum’s activities. Research shows that due to the lack of PR specialists, the country’s national museums are not able to actively use this form of communication with the audience.

An importance of managing the communication strategy and its role in our national museums activity is determined today by the need to develop forms and types of communication that will allow museums to maintain their prestige and place in the tourism industry.²⁸ In this case, if national museums can attract visitors to the communication process and connect it with the practical knowledge of one or another visitor, museums will be more open and accessible, that is, meet the interests and needs of a visitor. Thus, there must be a dynamic relationship between the museum’s activities and its audience. The communication process based on information technologies in our national museums will form new interactive forms in the traditional forms of museum activities. The application of new information technologies in the museum’s work to attract tourists significantly changes the nature of traditional forms of its

²⁸ Babayeva, S.R. The role of communication in museum activities // - Baku: ASCAU, Journal of the World of Culture, - 2017. XXXIV issue, - p. 72-76.

activities and approaches to it. As a result, new types of museum excursions, such as interactive virtual tours, which are becoming increasingly popular among tourists, are emerging and successfully developing. Interactive excursion, on the one hand, serves as an effective organization of the process of communication of a museum with its audience in the tourism practice, on the other hand, through virtual excursion to attract potential visitors who becomes acquainted with exhibits, which caused by enlightenment, science and other interest is an important element in process.

The first paragraph of the third chapter **“The impact of national museums in development of tourism in Azerbaijan”**, which named as **“Tourism opportunities of national museums in Azerbaijan”** focuses on the concept of ‘national status’ and the activities of national museums.

Creation of the first national museums is associated with the awakening of national identity among the peoples who settled in Austria-Hungary Empire in the 19th century and defended the rights of national culture. Thus, in 1802, the Hungarian National Museum was established in Budapest, in 1818, the National Museum in Prague and others.

The concept of “national museum” defines the special status of a number of collections that reflect events that are unique and important for the country from a historical and artistic point of view.

Thus, the national museum appears at a certain stage of historical development of society and the state. For establishing a national museum there is important to reach such factors as development of the nation, formation of national statehood, development of the spiritual life of society. The task of such museum is to show the historical path of the people, to demonstrate the highest achievements in significant areas.

According to the Law of the Republic of Azerbaijan “On Museums”, “a museum is a cultural center, research institution that

collects and protects material and spiritual monuments, provides their study, demonstration and promotion”.²⁹

In accordance with the Law of the Republic of Azerbaijan “On Culture”, museums can be given national status due to the importance of cultural treasures, separate collections protected in their funds and their role in the cultural life of the country.³⁰

Museums with national status are protected by the state as objects of special importance. Additions are made to the salaries of employees of museums with national status. It is prohibited to liquidate museums with national status and change their form of ownership, as well as to place outside organizations in their buildings.³¹

The research was conducted in four large museums with national status in Baku. This paragraph provides detailed information on history, activities and current status of the National Museum of History of Azerbaijan of the Azerbaijan National Academy of Sciences, the National Museum of Azerbaijan Literature named after Nizami Ganjavi of the Azerbaijan National Academy of Sciences, the Azerbaijan National Museum of Art of the Ministry of Culture of the Republic of Azerbaijan and the Azerbaijan National Carpet Museum of the Ministry of Culture of the Republic of Azerbaijan. In accordance with the topic of the dissertation, the available contributions of these museums to development of tourism in the country are studied, shortcomings and problems are analyzed.

²⁹ Law of the Republic of Azerbaijan “On Museums” // Adopted on March 24, 2000 (as amended and supplemented on October 31, 2017). [Electronic resource]. URL: <http://www.e-qanun.az/framework/735>

³⁰ Law of the Republic of Azerbaijan “On Culture” // Adopted on December 21, 2012 (amendments and additions dated May 19, 2020). [Electronic resource]. URL: <http://www.e-qanun.az/framework/25303>; Law of the Republic of Azerbaijan “On Museums” // Adopted on March 24, 2000 (as amended and supplemented on October 31, 2017). [Electronic resource]. URL: <http://www.e-qanun.az/framework/735>

³¹ Azərbaycan Respublikasının “Muzeylər haqqında” Qanunu // 24 mart 2000-ci ildə qəbul edilmişdir (31 oktyabr 2017-ci il tarixdə olan dəyişiklik və əlavələr). [Elektron resurs]. URL: <http://www.e-qanun.az/framework/735>

The second paragraph of Chapter III, **“Problems of the integration of national museums in tourism and their solutions”** shows that national museums are a source of significant revenues to the state budget of a country, as well as a means of developing cultural and historical heritage. The maximum use of cultural monuments for tourism purposes, ensuring the appropriate level of services provided to local and foreign tourists contributes to the development of cultural tourism.

Practical measures taken by the state for development and promotion of tourism in international and domestic markets, improvement of the regulatory framework, rich historical and cultural heritage and unparalleled natural potential, organization of annual international tourism exhibitions included in the schedule of official WTO events and took part in 2012 in Baku exhibition allowed to the President Ilham Aliyev to declare this event as ‘Year of Tourism’ in Azerbaijan. Thus, significant steps have been taken in the country towards the future development of the tourism industry and its transformation into an important sector of the national economy.

A special place in implementation of a comprehensive program for development of tourism and promotion of cultural and historical heritage should be given to the country’s national museums. Having significant historical and cultural potential, appropriate organizational and technical capabilities, these museums should become the driving force of cultural tourism, historical and cultural institutions that attract thousands of local and foreign tourists.

National museums carry out their activities within the existing normative-legal framework together with their financial and organizational-technical capabilities. Thus, in the process of research, the practical material of the work of national museums in 2015-2019 that provided to us was analyzed by us.

Research and experience show that the integration of museums in the field of cultural tourism is possible only within a scientifically based concept. Within the framework of the creation of this concept, the legislative base, management system, organization of museum

work and financial, social and other activities of national museums have been analyzed.

The third paragraph of Chapter III of the dissertation, entitled **“Experiences and prospects in the forms of cooperation of museums and tourism enterprises”** states that today museums are looking for their place in various cultural spaces. For this reason, they should pursue a policy of active cooperation with all interested cultural and tourism companies. Successful cooperation between museums and tourism enterprises is closely linked with the optimization of their activities.

It should be developed an effective financial and logistical support of national museums, development of a mechanism for attracting investments for implementation of museum programs, museum marketing, which allows to improve the mechanism of state support for museum activities to attract charitable assistance, patronage and sponsorship through other types of tax, customs and economic regulations, management is possible by comparative economic analysis provided analytical centers.

For this purpose, the market of tourism services, activities of travel agencies and profits from travel services, the place of national museums in this market have been studied and the activities of more than 80 leading travel agencies operating in the field of tourism provided by the State Statistics Committee of the Republic of Azerbaijan for 2015-2019 data were analyzed. The analysis shows a significant increase in all indicators in this area.

However, despite some positive trends in cooperation between the country’s national museums and leading travel agencies, the agencies have not yet become a key partner in attracting local and foreign tourists to the country’s national museums. The majority of visitors to the country’s national museums are those who do not use the services of travel agencies or tour operators. Therefore, this area of cooperation requires further development, and one of the main ways of integration should be the scientific concept proposed by us. Under this concept, national museums provide an important legal basis for closer cooperation with travel agencies, organizational

independence and internal incentives, i.e. measures to encourage employees.

Our research shows that the country has enough potential for further development of the tourism sector and active integration of national museums in the field of cultural tourism.

The “**Conclusion**” part of the dissertation summarizes the main provisions of the research, gives suggestions and recommendations based on the findings. As a result of our research on the subject of the research, it became clear that the growing interaction and influence of culture and tourism creates additional incentives for the development of both areas and thus provides an increase in its positive results. The interaction is based on the role of culture in meeting the needs that form the basis of tourism and meeting the cultural needs of society. Consequently, cultural tourism acts as a way of bringing culture and tourism closer together.

As a result of our research on the topic of the dissertation, it became clear that Azerbaijan has a significant historical and cultural potential to develop many types of cultural tourism. Our country is characterized by the existence of classical, as well as world cultural heritage, the preservation of the diversity of ethnic groups, the specificity and diversity of the confessional environment and religious cultures. These factors are an important factor in the formation of tourism products and their realization in both domestic and foreign markets, making the tourism industry one of the leading sectors of the country's economy.

The state has developed a number of programs for development of tourism. As a continuation of this process, new tourism destinations covering all regions are being formed, and various tourism infrastructures are being created. At the same time, continuing to work on the adopted programs, it is especially important to improve the legal, economic, organizational and information base to ensure the sustainable development of the modern tourism industry and the integration of national museums in the field of cultural tourism. On the one hand, this will create conditions for investment in the entire tourism industry, on the other hand, it will attract foreign and local tourists, as well as the process

of assimilation of historical and cultural heritage by tourists and the formation of a positive image of the country. Also of particular importance is the fact that national museums are not only carriers of historical and cultural heritage, but also one of the elements of the vast cultural landscape of Baku and the Absheron Peninsula. The existence of such a cultural landscape is a very important factor for development of cultural tourism. Thus, not only individual cultural objects, but also the whole cultural landscape, consisting of various cultural institutions and historical and cultural objects - museums, galleries, historical and cultural monuments - is important for tourism.

As a result of our systemic analysis, research and proposed scientific concept on the subject, we have come to the following conclusions:

1. The necessity in improvement of the Law of the Republic of Azerbaijan “On Museums” has been identified:

1.1 Expanding the powers of national museums in the field of attracting extra-budgetary financial sources;

1.2 Funds directed to the activities of national museums by individuals and legal entities should be exempt from tax;

1.3 Application of tax benefits in the formation of price policy for museum services and products;

1.4 Legal regulation of relations between museums of national status and tourism organizations.

2. Systemic analysis of the specifics of museum activities shows that in modern times, the national museums in Azerbaijan are to some extent involved in the tourism industry. However, for full integration into the tourism industry, national museums are required to:

2.1 Improving the management system in national museums:

- Establishment of the Board of Trustees in museums;

- Establishment of a United Information Center for museums;

- Establishment of museum management, museum marketing, PR department at the museum and involvement of highly qualified personnel in that department.

2.2. Active use of modern innovative technologies;

3. Attracting financial resources from various sources (subsidies, grants, sponsorship and patronage);

4. Application of international experience in the activities of national museums (holding national and international exhibitions on their expositions, educational programs of museum, creation of museum branches, etc.);

5. For the successful implementation of the activities of national museums at the international level, it is necessary to ensure the following:

- improving the legal and financial mechanisms of national museums within the framework of exhibition exchanges;
- support for the improvement of multilingual information support of digital resources and expositions;
- support the development of cooperation of national museums with foreign and local museums.

The following can be suggested as scientific recommendations for the successful integration of national museums:

- improving the legal base for national museums;
- active application of information and communication technologies in the work of national museums;
- establishment of mutually beneficial relations in various directions with tourism companies;
- efficient use of their income and attraction of sponsors and charitable funds;
- active of the works at the international level;
- establishment of museum corners and holding regular exhibitions at the diplomatic missions of our country abroad and the Cultural Centers of Azerbaijan in the existing countries;
- improving the staffing mechanism of national museums in accordance with the new economic conditions.

The main content of the dissertation follows the applicant reflected in his scientific works:

1. Cultural Tourism As The Main Source Of Economic, Social And Cultural Development Of Country. Integration Processes Of The World Science In The 21st Century. "International Youth Forum". 10-14 October, 2016. Ganja / Azerbaijan. s. 230-232

2. The concept of "cultural tourism", its basic characteristics. Journal of Scientific Publications "Actual Problems of Humanitarian and Natural Sciences" No. 9 (104), part 2, Moscow, September 2017, p 69-71. pp.69-71

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4. Culture and tourism: culturological aspect. International journal "Tourism and Hospitality Research". Special edition. Baku. November 2017, s. 185-194

5. Museum as an important factor in the development of cultural tourism. XX International scientific-practical conference "Fundamental and applied research in the modern world. December 4, 2017 Volume 2. St. Petersburg, Russia, p. 148-151

6. Museum in an area of cultural tourism: some issues of integration. International Journal of Tourism and Hospitality Research. Year 6, No. 4, Baku, December 2017. p. 271-278.

7. The role of communication in museum activities. Azerbaijan State University of Culture and Arts. World of Culture magazine. XXXIV edition. December 2017. p. 72-76

8. Some aspects of the interaction of museums with tourism enterprises. Azerbaijan State University of Culture and Arts. Journal of scientific works. № 24, Baku, December 2017. p. 62-67

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10. Experience of attracting tourists to the activities of modern museums (for example, the activities of the British Museum). Journal

"Bulletin of Tomsk State University. Culturology and Art Studies". No.29, 2018 s. 247-254

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15. Digital technologies in museums. Azerbaijan State University of Culture and Arts. The interaction of science, culture and art and their role in the development of modern society. III Republican scientific-theoretical conference. Baku-2019. s. 367-374.

The defense will be held on 15 december 2021 at 12:00 at the meeting of the One-time dissertation council – BFD 1.34 based on Dissertation council – FD 1.34 of Supreme Attestation Commission under the President of the Republic of Azerbaijan operating at Institute of Architecture and Art of ANAS

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Dissertation is accessible at the Central Library of Science of ANAS

Electronic versions of dissertation and its abstract are available on the official website of the Institute of Architecture and Art of ANAS

Abstract was sent to the required addresses on 15 november 2021

Signed for print: 10.11.2021

Paper format: A5

Volume: 45520

Number of hard copies: 20