

RESPUBLIC OF AZERBAIJAN

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ABSTRACT

of the dissertation for the degree of Doctor of Philosophy

THE EFFECT OF SOCIO-CULTURAL FACTORS ON THE DEVELOPMENT OF TOURISM IN AZERBAIJAN

Specialty: 6307.01 – Social change and development

Field of science: Sociology

Aplicant: **Tural Mahmud Salifov**

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The work was performed at the Azerbaijan Tourism and Management University, Department of International Relations.

Scientific supervisor: doctor of social science, professor
Huseyn Tapdiq Garashov

Official opponents: doctor of philosophy science, professor
Sakit Yahya Huseynov

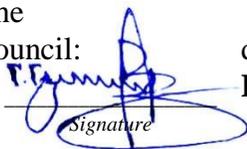
doctor of philosophy in sociology
Anar Humbat Farmayilov

doctor of philosophy in sociology
Badal Asadulla Ahmadov

One-time dissertation council BED 3.02 of Supreme Attestation Commission under the President of the Republic of Azerbaijan operating at the Institute of Philosophy and Sociology of the National Academy of Sciences of Azerbaijan.

Chairman of the

Dissertation council:



Signature

doctor of social science, professor
Huseyn Tapdiq Garashov

Scientific secretary of

Dissertation council:



Signature

doctor of philosophical sciences,
associate prof.
Ziba Bahadir Agayeva

Chairman of the
scientific seminar:



Signature

doctor of philosophical sciences
Fuzuli Mahammad Gurbanov

GENERAL DESCRIPTION OF THE DISSERTATION

Actuality and development of the topic: The study of tourism in the socio-cultural aspect shows that insufficient consideration of socio-cultural factors in the development of tourism causes great problems for tourism, the population of the region and the local natural environment. This, in turn, creates conditions for the weakening of tourism, socio-cultural and environmental problems. In this regard, the study of socio-cultural aspects of tourism is of particular importance.

Along with the positive moments in the development of tourism, there are also dangerous moments. Scientific research in this area is of great importance in terms of identifying, forecasting and regulating positive and negative trends. That is, it is impossible to achieve any success in the field of tourism without scientific and strategic projects.

As the development of different types of tourism creates a material and technical basis for the actualization and development of many fields of science, art and crafts, economic sectors, its research also promotes the formation of synergetic relations between different fields.

Tourism is a great social event that is able to overcome various obstacles. In Azerbaijan, tourism can be used as a propaganda tool. In particular, with the development of cultural tourism, it is possible to eliminate the negative syndromes created by the Armenian lobby and other hostile forces about Azerbaijan, as well as to raise the image of Azerbaijan as a multicultural place in the international arena.

As the development of tourism is based on local conditions and potential, a unique scientific-theoretical and methodological basis for the study of tourism in Azerbaijan should be formed and concepts related to the development of tourism should be put forward. The research conducted by local experts in this area is an important step towards achieving the strategic goal.

Depletion of traditional energy sources, alternative energy sources actualization, socio-economic areas such as education, tourism the ever-increasing development of efficiency creates conditions for the emergence of alternative development models. In particular, ensuring the development of tourism in Azerbaijan, which includes all the

relevant directions of development and stimulates their development, is relevant from the perspective of taking a special place in the future world order. Ways to forecast the development of tourism and determine strategic goals, first of all, go through the socio-cultural study of tourism.

The development of tourism ensures the formation and development of various sectors of the economy. In particular, the development of tourism is important in Azerbaijan at the beginning of the post-oil era and the need to develop alternative areas of economic development.

Tourism is of great importance in solving the socio-economic and socio-cultural problems of the regions in Azerbaijan. To ensure the development of tourism in the regions, it is necessary to ensure the joint development and implementation of many socio-economic projects in the field of tourism. In this regard, the sociological research of tourism is of great importance.

The development of tourism is important in solving the problem of unemployment. The development of this sector creates conditions for solving many social problems related to unemployment. In particular, the development of ecological and rural tourism allows solving socio-economic problems in the regions.

The development of socio-cultural tourism paves the way for the development of traditional arts and culinary culture in the regions and the gradual emergence of branded products in certain areas, and ultimately for the development of an export-based economy. It also has a significant impact on the level of education, the development of foreign language skills, as well as increasing the level of tolerance of the population and the creation of a multicultural environment in society.

The development of cultural tourism creates conditions for the country to be recognized at the world level and become a subject of international politics, as well as for the restoration of cultural monuments in the country, the development of museums and the strengthening of historical memory.

In parallel with the implementation of international transport hub, Silk Road, north-south transport projects in Azerbaijan, it is necessary

to study the theoretical foundations of socio-cultural tourism in the country and identify existing problems and ways to overcome them.

Research in the field of sociology of tourism and its socio-cultural aspects has recently begun. The number of specialists conducting direct research in this area is insufficient. However, tourism is such an area that it is impossible to achieve any practical results without developing a theoretical basis in the context of its existing geography and society.

The study of tourism from the economic, social and cultural aspects occupies one of the main places. Theoretical research and practical application of tourism as a socio-cultural phenomenon in Europe and the United States was mainly carried out by P.Keller, F.Forster, C.Fricen, C.Smith, P.Drucker, E.McDowell, T.O'Driscoll, D.Brices, L.Likoris, A.Kershow, F.Brodel, K.Krapf, P.Bernecker, C.Bouen, C.Meykenz, R.Woods, D.Makauley, Linn Van Der Vaqen, C.Meyo, P.Carvis, L.Prentis, F.Francialli, H.Hancut, D.Caferi, P.Shacklford, E.Fayos-Sola, E.Cohen, F.Kotler, A.Bull and others.

Russian researchers L.Ionin, M.Kabushkin, V.Kvartalnov, L.V.Preobrazhensky, N.Mironenko, Y.Vedenin, M.Nemolyayeva, L.Khodorkov, G.Dolmatov, P.Karavayev, V.Kvartalnov, V.Senin, K.Borisov, V.Birjakov, A.Aleksandrova, V.Pazenok and T.Parkhomenko with the philosophy and socio-philosophical phenomenology and anthropology of tourism, with cultural aspects V.Lyakh, V.Antonenko, with spiritual and ecological aspects. Zyazyun, O. Leviskaya, F. Rudich from the political point of view, S. Gorsky, Y. Yakovenko were engaged in sociological issues.

Turkish researchers Hasan Zafer Dogan, Faruk Pekin, Muammer Tuna, Aslihan Yanardag and others. He has written significant works on the socio-political and economic significance of tourism.

The first steps are being taken in Azerbaijan in the field of scientific research in the field of tourism. B.A. Bilalov (Regulation of tourism activity, Tourism management)¹, V.S. Dargahov (Azerbaijan's

¹ Bilalov, B.Ə. *Turizm fəaliyyətinin tənzimlənməsi* / B.Ə.Bilalov-Bakı: Mütərcim, -2006. -276 s.; Bilalov, B.Ə. *Turizmin menecmenti. Dərs vəsaiti.* / B.Ə.Bilalov-Bakı: Mütərcim, - 2008. -372 s.

Caspian recreational-tourism resources)², A.G.Alirzayev (Socio-economic problems of tourism development)³, S.I.Aslanova, F.I.Gurbanov (Problems of development of tourism in Azerbaijan)⁴, H.B.Soltanova (Hotel economy)⁵, A.N.Hasanov, J.A.Mammadov, S.H. Rahimov, M.G.Rzayev, A.X.Cabbarov, M.Museyibov, A.Ayyubov, A.Salmanov, S.Hasanov, M.M.Agakarimov, S.I.Babazade and others. can be attributed.

Goals and tasks of the research: The purpose and objectives of the dissertation are to identify the features of tourism development in Azerbaijan and the factors contributing to the development of tourism, comparative study of social and cultural factors of international tourism, as well as their impact on local socio-cultural environment. To achieve this goal, the following specific tasks have been set:

- Identify the universal features of international tourism and compare its relationship with different cultures; To identify and reveal the socio-cultural factors influencing the development of tourism in Azerbaijan as a result of sociological research;

- Identify the complex socio-cultural structure of tourism and the interaction of its constituent elements;

- To reveal the regularities and principles emerging in the dynamics of tourism development in Azerbaijan;

- To study the impact of local socio-cultural factors on the formation and development of local tourism;

- To determine the impact of international tourism factors on the local socio-cultural environment;

- Identify the nature and problems of the relationship between local tourism and the existing socio-cultural environment;

- To make recommendations on socio-cultural factors affecting the development of tourism in Azerbaijan.

² Dərgahov, V.S. *Azərbaycanın Xəzər sahili rekreasiya - turizm ehtiyatları / V.S.Dərgahov-Bakı: Sabah, -2003. -132 s.*

³ Əlirzayev, Ə.Q., Aslanova, S.İ. *Turizmin inkişafının sosial-iqtisadi problemləri / Ə.Q. Əlirzayev- Bakı: Adiloğlu, -2006. -164 s.*

⁴ Qurbanov, F.İ. *Azərbaycanda turizmin inkişaf problemləri / F.İ.Qurbanov-Bakı: Adiloğlu, -2007. -343 s.*

⁵ Soltanova H.B., Ağakərimov M.M., Babazadə S.İ. *Mehmanxana təsərrüfatı. Dərs vəsaiti / H.B.Soltanova-Bakı: Parni İz Bakı, -2005. -223 s.*

The object of research is the tourism sector of the Republic of Azerbaijan.

The subject of the research is to study the role of socio-cultural influences on the development of tourism in the Republic of Azerbaijan.

Research methods: The methodological basis of the dissertation is based on scientific results obtained by local and foreign researchers, data from the State Statistics Committee, materials of the Ministry of Culture and Tourism, data from the World Tourism Organization, analysis of sociological surveys, local and international tourism laws, programs and more normative-legal documents, relevant decrees and orders of the President. Comparative analysis, deduction and induction methods were used in the work.

The main provisions of the defense. The main provisions of the dissertation submitted for defense are as follows:

- In order to increase cultural tourism routes in accordance with international standards and the development of tourism in the country in general, it is important to create a research center that is a synergistic combination of many sciences in the field of tourism.
- It is important to implement social projects in the development of tourism to ensure the participation of the population of the region in the material and spiritual interests.
- In order to compete with neighboring countries in the field of tourism, it is important to develop new types of ecological and cultural tourism that are unique in the region.

Scientific innovations of the research: The main novelty of the research work is the first systematic study of socio-cultural factors of tourism in Azerbaijan in the context of tourism sociology. We tried to reveal the structure of the complex socio-cultural phenomenon of tourism and the interaction of its constituent elements, the regularities that arise in the dynamics of their development. The scientific innovation defined by the problem statement is reflected in the following provisions:

- Sociological analysis of the interaction of socio-cultural factors of tourism in Azerbaijan with the local environment and local socio-

cultural values in tourism was conducted and theoretical and methodological aspects were developed.

- On the basis of the sociological survey, socio-cultural aspects of tourism in Azerbaijan were identified, analyzed and recommendations for their application were made.

- The place and role of cultural phenomenon in the development of tourism have been identified, as well as the impact of tourism on the formation of culture.

- The role of tourism in the development of society has been identified, and at the same time the effects of the social environment on the formation of tourism have been studied as a result of sociological research.

Theoretical and practical significance of the research: The results of the interaction of socio-cultural factors of tourism in Azerbaijan with the local environment and the recommendations given play an important role in improving the activities of tourism companies in Azerbaijan. The proposals and recommendations put forward in the research can be used in the preparation of relevant programs and projects, normative-legal documents, tourism education.

Approbation and application: The main provisions of the dissertation and proposals arising from the research were discussed and approved at national, regional and international scientific conferences and seminars.

8 articles, including 3 articles abroad and 5 conference materials and theses, including 2 conference materials and theses were published abroad, reflecting the main essence of the dissertation and scientifically substantiated recommendations.

The total volume of the dissertation with the indication of the volume of the structural units of the dissertation: The title page of the dissertation - 1 page, table of contents - 1 page (1211 characters), introduction - 7 pages (15008 characters), Chapter 1 48 pages (94787 characters), Chapter 2 consists of 37 pages (70229 characters), main results - 3 pages (4537 characters), bibliography of 165 titles - 11 pages (13989 characters) and a total of 141 pages. The total volume of the dissertation, excluding figures, tables, bibliographies and appendices used in the dissertation, is 198,773 characters.

MAIN CONTENT OF THE RESEARCH

The dissertation consists of two chapters and 6 half-chapters. The first chapter of the work, entitled "Theoretical and methodological bases of sociological factors in tourism" explores the theoretical and methodological aspects. It was noted that the phenomenon of modern tourism in the world, mainly from the late 19th - early 20th centuries, along with the level of SRI accelerated the process of industrialization, modes of transport, communications, urbanization and the gradual transformation of the world into a global society, the development of democracy and the provision of safe living conditions in the regions, great achievements in the field of labor rights, the introduction of paid recreation, an increase in income, leisure and demand, a decrease in the cost of transport, an increase in the level of science and education, the development of advertising, an increase in the social dynamics of population growth, as well as an ecological catastrophe of the urban population has become the largest profitable sector services in the world (which accounts for 10% of the global labor force) and one of the three most profitable sectors of the economy (oil, cars). One of the main factors in the development and expansion of tourism was the collapse of the USSR, the partial democratization of China and the transparency of borders between European countries. However, the conflicts, uprisings, migrations and terrorist attacks in the Middle East since 9/11 have become a threat not only to Asia but also to world tourism.

Tourism is a complex phenomenon that combines not only economic, but also socio-cultural, political and legal issues and requires constant innovation and attractiveness. The development of tourism, on the one hand, depends on the practical activities of the state and tourism companies, on the other hand, is related to the scientific study of the country's domestic resources and the causes of the problems that arise.

Tourism, which is a branch of social sciences, studies the nature, situation, effects, development conditions of tourism-related activities

and events from socio-economic, socio-cultural aspects, identifies the causes and consequences of problems related to tourism events, the basic principles of tourism relations and activities. It is a modern synergistic field of tourism that interacts with economics, politics, sociology, psychology, law, management, ecology, culturology, history, archeology, geography and other sciences. The main research object of tourism is the tourism industry, and the recreational side and subject of research is the tourist. Today, tourism has become such a global phenomenon that it has become impossible to study it in more than one field of science. Because the study of this field requires a synergistic connection of several disciplines and the application of new scientific methods. The first scientific and theoretical work done in this field in Western countries mainly covered microeconomic, historical and socio-cultural aspects of tourism. Psychography, which later reveals the comprehensive psychological characteristics of the tourist, as an area of sociological knowledge that examines the motivation, role, attitudes, and interactions of the tourist (or group of tourists) and the host society, is organically linked to complex and globalizing environmental, political, and economic knowledge. sociology emerged. Within the framework of these researches, several scientific directions of tourism have been formed, such as tourism management, tourism ecology, biosphere and tourism, tourism economy, recreational geography, regional tourism, tourism pedagogy, tourism psychology.

The study of tourism is widespread in three main aspects. One group of researchers preferred to study tourism as a norm of territorial behavior, others as a leisure activity, and another group as an indicator of economic development of the region. Many fields of tourism science have been formed within the framework of these researches. The research covered the sociological definition of tourism and its activities, the study of the role of tourists, the identification of empirical indicators of tourism activities, the classification of tourism types and tourist motives, tourism survey materials and statistics, the development of methodological framework of tourism sociology and other issues.

Sociology of tourism is a new field that studies the socio-cultural environment encountered by tourists in a foreign country, the interactions and mechanisms of influence of people representing different socio-cultural elements, changes in the socio-cultural environment, sociological factors arising from and affecting tourism. . Research in this area is carried out both within different countries and at the international scientific and organizational level. The International Association of Scientific Experts in Tourism (TSEEBA), the World Tourism Organization (WTO) and other reputable scientific and practical organizations play an important role in the scientific and theoretical study of tourism.

In the first section of this chapter, research has been conducted with reference to the classifications of various researchers. We also considered it expedient to present our classification in a slightly different way, based on the existing classifications:

- By number and structure:

This includes organized or unorganized individual, group and mass tourism. This can include incoming tourism and outgoing tourism. Both types of tourism cover mass international tourism. Domestic tourism is a form of local, domestic or national tourism that does not have registration barriers and has a positive effect on the distribution of national income between regions.

- By age:

Young (active tourism: extreme or adventure, sports, rafting, hunting tourism, etc.) and elderly tourism (passive tourism: recreation in mountain and sea resorts, etc.).

- According to income and social status:

This usually includes mass social tourism of the middle class and elite tourism representing a wealthy minority group.

- For certain purposes:

This may include business (scientific, congress, specialized tourism, commercial tourism, etc.), entertainment, leisure and interest trips (cruise, mountain and beach tourism make up 70% of international tourism), as well as cultural tourism (history cities and monuments, museums, music festivals, carnivals, national holidays, ethnic tourism), religious tourism (pilgrimage to holy places), agrarian

and ecological tourism (travel to remote natural places far from civilization).

This chapter also examines the classification of factors influencing the development of tourism. It was noted that there are many factors that ensure the transformation of tourism into an international social phenomenon or, conversely, create conditions for its decline. There are various classifications of factors that ensure the development of tourism. Factors that are generally positive for tourism are divided into two groups: static (constant) and dynamic (variable). Static factors represent the unchanging recreational-resource potential of the area, which manifests itself in the quantity and quality of natural and cultural-historical resources, while dynamic factors represent political, financial-economic, material-technical and socio-demographic factors. However, given that the immutability of static factors is also relative, we can say that such a division does not fully reflect the reality. Based on world experience and the reality of Azerbaijan, a group of local scientists, objective factors-internal factors (natural, historical-cultural, socio-demographic, domestic political, economic, environmental factors), external factors (international tourism technologies and trends, domestic political and economic systematizes the international image related to the situation in the form of economic situation in the main partner countries, global tragedies), ethical factors (legal and regulatory framework, political, economic and social regulations) and market factors (tourism industry, market infrastructure, company factors). We think that this classification reflects the reality in a more appropriate way. However, since our research is devoted to the study of socio-cultural factors of tourism, we will present this classification in a slightly different way, depending on the direction of our research. That is, given that all these factors are organically related to each other, we will try to assess them in the context of socio-cultural factors. Thus, the factors influencing the development of tourism were explained in the study according to the following classification:

- 1) natural factors;
- 2) material and technical factors;
- 3) political factors;

- 4) economic factors;
- 5) social factors;
- 6) socio-cultural factors.

As a result of the analysis of various factors conducted in this section, we can note that the countries and places that are in the middle position between both (fully open and fully closed) environments are more attractive for tourism. Because they create conditions for the development of international tourism with their openness, as well as their partiality with the openness.

The last paragraph of the first chapter is devoted to the dynamics of tourism development in Azerbaijan. Established on the Great Silk Road since ancient and medieval times, the territory of Azerbaijan, which connects east, west, north and south, has become a place where people from different parts of the world come and go for different purposes (religious, trade, political and acquaintance). Trade caravans passing through these areas became the main type of travel and the cities along this road (Maragha, Ardabil, Tabriz, Nakhchivan, Ordubad, Sheki, Ganja) became trade centers of international status. Since the middle of the 14th century, the north-south road (Russia-Iran-India) has become more relevant, and Baku has become one of the centers of international trade and travel. These are reflected in the number of caravanserais built in the Old City at that time and in the memories of travelers.

Since the beginning of the 20th century, Baku caravanserais have been used as hotels. At the same time, there were such high-class hotels in Baku as "Metropol", "Bolshaya Moscow", "Imperial", "Astoria", "Hermitage", "Marseille", "Madrid". The history of tourism in the territory of Azerbaijan, which we understand in a modern sense, begins from this period. The branches of the Crimean-Caucasian Mountain Club opened in Baku in 1908 laid the foundation of modern tourism in Azerbaijan. The Russian Tourist Society, which has been organizing trips to the Caucasus since 1910, has given impetus to the formation of tourism in Azerbaijan. Prior to the Second World War, many relevant organizations in the Azerbaijan SSR (Proletarian Tourism and Excursions Society, Trade Unions) organized many excursions to the Caspian coast in order to improve the labor activities of workers in the

production sector, and in some places (Hajikand, Goygol) rest areas have been opened. Sovetsky Turist (1928) and Intourist (1929) joint-stock companies organized tourist routes to the Caucasus and the South Caucasus from 1929. There were branches of central tourism organizations in Baku. This section also analyzes the tasks facing the state in the field of tourism, the current situation in connection with the work done to develop the tourism sector. Factors promoting the development of tourism in Azerbaijan have been identified. At the same time, the dynamics of the number of tourists coming to Azerbaijan from some countries with an easy visa system was considered.

“The second chapter, dedicated to the role of socio-cultural factors in the development of tourism, first examines the impact of social factors on the development of tourism. We know that there are not enough statistical materials to study various areas of tourism in Azerbaijan, especially the socio-cultural aspects. In order to advance scientific activity in this field, it is necessary to improve tourism statistics. We conducted a sociological survey among the local population in Baku and various regions of Azerbaijan to identify socio-cultural factors affecting the development of tourism. The information we received helped us in part to investigate the problem. However, in order to obtain more objective results in this area, there is a need for several or more large-scale sociological studies in the relevant field.

Would you like to do something that is in close contact with tourists?" - 43 (41.7%) out of 103 female respondents answered “yes” and 60 (58.2%) answered “no”. Out of 159 male respondents, 78 (49%) said “yes” and 81 (51%) said “no”. The majority of respondents are 18-35 years old, have a secondary or higher education, most of them have an income of 150-400 manat, and are mostly married and indifferent to religious ceremonies. There are several reasons why more than half of the respondents refuse to participate in any work related to tourists. One of them is that the majority of the population has no idea about making money in this field and does not make real money. Based on the results of the survey, it was concluded that the economic and commercial benefits of tourism are neglected by the respondents. We can conclude that one of the main reasons is the weak

propaganda work among the population in the regions. Also, people who have difficulty communicating because of language or other problems try to avoid such relationships. However, the situation is slightly different in urban areas. In particular, there was a large number of young people who volunteered for the group. The organizational role of universities in this area is also great.

The analysis concludes that for the development of tourism in Azerbaijan, there is a need to increase the level of service to tourists and to raise the socio-economic and cultural relations of tourists and the local population to a higher level. This is the main factor influencing the arrival of tourists, but also has a positive impact on the growth of tourism revenues, economic and trade development. The socio-cultural relations established between the parties ensure the cultural development of both sides. A clear example of this is confirmed by our sociological survey of the local population. "What opportunities did the holding of the first European Games in Azerbaijan create for you?" - The majority of respondents chose the answer "I understood the importance of language learning" (50 women, 75 men) and "there was a change in my behavior and outlook" (37 women, 25 men).

At the same time, we can say that the development of tourism undoubtedly plays a positive role in solving social problems. Azerbaijan has a fertile socio-cultural base for the development of tourism. On the one hand, the fact that the population is educated, regardless of gender, on the other hand, it has tolerant values. These indicators are the main factors in establishing communication between tourists and locals.

In general, we can say that tourism is a new phenomenon for Azerbaijan. For this reason, certain socio-cultural problems related to its development are inevitable. However, tourists visiting Azerbaijan always emphasize that Azerbaijanis are a tolerant, hospitable and smiling people. Namely, these national qualities are the main condition for the development of tourism in the country.

This chapter also compares the number of tourists coming to Azerbaijan from different countries and the number of tourists leaving Azerbaijan at the same time. At the same time, a statistical analysis

was conducted on the share of local and foreign tourists in the number of tourists staying in Azerbaijan.

Based on the analysis and survey results, proposals and recommendations were made based on the analysis of the social factors of tourism and the impact of social factors on tourism in Azerbaijan.

The section of the second chapter devoted to the development of cultural factors in tourism emphasizes the great importance of a number of international conferences and festivals held in Azerbaijan with the support of the country's leader in terms of tourism development. They create conditions for the development of national and spiritual values on the one hand, and the development of cultural tourism on the other. Because it is absurd to talk about any cultural tourism without developing national and moral values, national identity. Just as the cultural level of the population has a positive impact on the development of tourism, tourism also creates conditions for raising the cultural level of the population.

It is an accepted fact that tourists are looking for a completely liberal environment in the places they visit. This environment sometimes contributes to the disappearance of traditional stereotypes and values in the regions. That is, in a small tourist area, there is a clash of cultures. The positive aspects of this lead to the development of closed cultures by integrating them into the open environment, and the negative aspects lead to the melting of weak cultures.

Major international sports, political, scientific events, fairs, exhibitions, festivals, congresses held in Azerbaijan create conditions for the development of cultural tourism in the country. In particular, the center of major events is the city of Baku. However, cities such as Gabala, Sheki, Ganja, Nakhchivan are gradually becoming the center of these events. As the geography of these measures expands, the process of urbanization in the regions also accelerates. That is, cultural events create conditions for the rapid development of infrastructure in the regions, the increase in landscaping and the partial solution of socio-economic problems.

In general, it should be noted that the territory of Azerbaijan, as it has an ancient history and culture, is rich in rich historical and cultural monuments, mainly reflecting all consecutive historical periods from

the Neolithic period to the present day, folk art and national cuisine. Tolerance, which has become a way of life for the people of Azerbaijan, and the multicultural environment that exists in the country, in fact, is a reflection of this rich cultural history in the norms of socio-cultural behavior. Because the cultural diversity historically rooted in the territory of Azerbaijan has had an impact on the formation of a single national consciousness. From this point of view, people's worldview, national-cultural consciousness play a key role in the development of cultural tourism. Our surveys of locals and foreign tourist respondents confirm this.

In recent years, the material and technical base of more than 100 palaces of culture, 219 museums, 35 art galleries, 25 state theaters, 3161 libraries has been restored to modern standards, new talents have been discovered in the field of mugam, various areas of folk art and cultural heritage have developed. was made.

As a result of the analysis conducted in this section, proposals were made regarding the preservation and development of the socio-cultural situation in the region, as well as the development of cultural tourism in parallel.

The section of the second chapter entitled "Existing potentials of tourism regions in Azerbaijan and their prospects" analyzes eight tourism regions in Azerbaijan, which differ in the level of development, diversity of resources, natural conditions and prospects and the formation of different types of tourism:

- 1) Baku-Absheron tourism region;
- 2) Guba-Khachmaz tourism region;
- 3) Lankaran-Masalli tourism region;
- 4) Sheki-Zagatala tourist region;
- 5) Shamakhi-Ismayilli tourism region;
- 6) Ganja-Gazakh tourism region;
- 7) Nakhchivan tourism region;
- 8) Karabakh tourism region.

The natural conditions of the area, cultural and historical monuments, the specificity of the region, the main tourism potential, problems and prospects were studied for each of the mentioned tourist regions. Thus, the potential of tourism regions in Azerbaijan has not

been used enough. There is a need to identify the prospects of tourism in these regions and develop projects for their implementation. The development of tourism as a non-oil sector in Azerbaijan is one of the most important areas. The development of material and technical infrastructure in the country has been ensured due to oil revenues.

President Ilham Aliyev said, "Therefore, this tourism and transport infrastructure allows us to rapidly develop this sector. What makes me even happier is that modern hotels are being built in the regions. In the north-western zone, see Shamakhi. Gabala is already a tourist center of Azerbaijan. There is an international airport and four or five five-star hotels. Sheki is our ancient city. Hotels are being built there as well. Rixos is already operating in Guba in the northern direction. There is also a large golf course, where it is possible to hold world championships. Shahdag is a winter and summer tourist center. Three hotels have already been opened there - Shahdag, Peak Palace, Zirve, and a fourth is being built. In Gusar and Gabala districts. Mountain skiing complexes have been opened. This has never happened in Azerbaijan. That is, tourism is one of the fastest growing areas in Azerbaijan today.

The analysis of the section concludes that in addition to the existing types of tourism in other tourism regions, there are opportunities and prospects for the development and improvement of new types of tourism. The natural and socio-cultural resources in the regions have not yet been properly assessed and the existing potential has not been fully used. In modern times, there is a basis for the development of a new type of sustainable tourism in Azerbaijan, which aims to preserve the environment and cultural identity. In particular, in our places such as Lahij, Goygol, Guba, it is possible to develop ethnic tourism, which demonstrates the harmonious and exotic landscape of the multicultural environment.

In the course of the research, the following conclusions and suggestions on the current situation were obtained on the basis of analysis and assessments.

Since tourism, especially tourism sociology, is a young field from a scientific point of view, its categorical apparatus is not yet sufficiently formed. From this point of view, there are wide discussions

and debates in the scientific community regarding the scientific concepts of tourism. However, each new scientific research conducted in this field gives impetus to the formation and development of tourism science. Research work in the field of tourism in our country creates conditions for the formation of the scientific and theoretical basis of tourism in Azerbaijan and practical activities on its basis.

The study of the theoretical basis of the factors influencing the development of tourism shows that tourism is a sector based on comprehensive development and at the same time regulating comprehensive development. That is, it is impossible to achieve the development of tourism without a specific strategic project and without the full support of this project by the state. In particular, there is a great need for professional tourism personnel who are able to assess the local conditions in this area, highlighting the people and the factors influencing the development of tourism.

The dissertation examines in detail the socio-cultural and other key factors affecting tourism and its development in Azerbaijan. It is based on the analysis of sociological surveys conducted in connection with the study of socio-cultural factors affecting the development of tourism in Azerbaijan, as well as statistical materials of the State Statistics Committee and local research. We have drawn some conclusions about the 2015 European Games based on the results of a sociological survey conducted among foreign tourists in Baku and various regions of Azerbaijan, as well as among the local population in Baku and various regions of Azerbaijan. The analysis of our sociological survey in terms of gender criteria, demographics, socio-economic situation, education and family level and systematic analysis of research, socio-cultural factors affecting the development of tourism in Azerbaijan and the potential of tourism regions, existing problems.

- In order to ensure the development of tourism in Azerbaijan, there is a need to enrich the scientific-theoretical and sociological base of tourism.

- For the development of tourism in the regions, there is a need for extensive awareness-raising in the field of multicultural and tolerant environment.

- In order to expand awareness-raising activities related to tourism in the country, it is important to carry out relevant work in the field of tourism-related media and education.

- There is a need to develop appropriate models and concepts that ensure the integrated development of sustainable socio-cultural and other factors in tourism.

- There is a need to develop foreign language and cultural knowledge in the field of education in the regions.

- In order to compete with neighboring countries in the field of tourism, there is a need to build comfortable guest houses, hotels and recreation centers in accordance with all living standards, to increase the level of cultural services.

- The development of tourism is interrelated with the development of the environment and farming in the regions.

- The development of tourism in the country creates conditions for the regulation of urbanization, demography, labor migration and other socio-economic, socio-cultural problems.

- There is a need from a perspective to identify ecological tourism villages in the country and take them under special control.

- There is a need to develop ethnic and cultural tourism in order to form a more positive international image of Azerbaijan.

- In order to develop mass tourism in Azerbaijan, it is important to take into account the needs and interests of tourists aged 18-45, the average income level.

- There is a need to develop extreme, entertaining and other types of active tourism in Azerbaijan.

- For the development of tourism, there is a need for projects that ensure that the local population is interested in maintaining the natural, socio-cultural sustainability of the region and increasing sustainable tourism revenues.

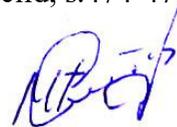
- Local municipalities have a great responsibility to direct most of the revenues from tourism to the solution of socio-cultural, socio-economic problems of the local people, as well as to improve the local natural, socio-cultural situation.

In general, the development of the tourism industry in each country, in addition to benefiting the development of the country's

economy, stimulates the rise of the socio-cultural level of this country.

The main content of the dissertation is reflected in the following published works.

1. Salıfov, T. Turizmin inkişafına təsir edən mədəni amillər // - Bakı: Avrasiya Universiteti – Sivilizasiya, -2017 (36). Cild 6, N4, -s. 37-41.
2. Salıfov, T. Azərbaycanca turizmin sosial-mədəni istiqamətdə araşdırılmasının yolları // -Bakı: Bakı Qızlar Universiteti – Elmi Əsərlər, -2017. N4, -s.336-342.
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5. Салыфов, Т. Динамика развития туризма в Азербайджане // Одеса: Причорноморський Науково-Дослідний Інститут Економіки Та Інновацій, ГАБИТУС. Науковий журнал. Випуск -2018, с.88-92.
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capevi@internet.ru Tel.: (+99455) 2012809