

## THE MAIN DIRECTIONS OF TOURISM DEVELOPMENT IN THE MODERN CONTEXT

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**Summary:** Modern tourism is one of the fastest advancing sectors of the industrial economy and can be regarded both as an independent type of economic activity and as an intersectoral complex. The impact of tourism on economic development is the increase in business activities and the expansion of goods, services, and production as a result of the growth of effective demand through foreign and domestic tourists. It should also be mentioned that it is recognized as a rapidly developing, dynamic, and uncertain component of the national economy. Tourism economy is the system of relations that arises in the tourism sector during the process of production, distribution, exchange, and utilization of the results of tourism activities.

The development of tourism in the current conditions, its globalization characteristics, and structural changes in resource potential emphasize its significance. The socio-economic role of tourism and the characteristics of the economic circulation of sectoral-territorial resources create the characteristics of its management. Tourism, with sectoral, functional economic and social tasks, is part of the new reform program. The territorial and sectoral structure of tourism is carried out in accordance with the demand for tourism and structural changes in the country's economy. In the development of tourism, creating conditions for the development of agriculture and rural areas, the economic and social meaning of modern tourism sphere is precisely about covering the social meaning of the tourism economy and its spatial and content essence. Tourism continues to gain leading connections among non-oil sectors in the Republic of Azerbaijan due to its perspective. The economic situation of each country, its sectoral and territorial structure, the utilization of productive forces ultimately determines the entire social sphere and its main indicator, which is the recreational demand, and clarifies the tourism service. The tourism sphere is formed to satisfy human tastes and specific targeted needs, and since it is capable of sectoral and territorial structuring, its operational and rapid modification occurs in one case. The Republic of Azerbaijan uses imports as an important means to meet the demand for products in foreign trade circulation. The main share of the key parties in Azerbaijan's imports plays an important role in the formation of the domestic market, as products brought through various connections for commercial profit, regardless of ownership type, can indirectly open the way for tourism. The structure of imports and exports affects the standard of living and the consumption potential of the population, as well as the increase in the country's domestic economic potential and production volume. It should be noted that the specific goals outlined in the 'Strategic Roadmap for the Development of a Specialized Tourism Industry in the Republic of Azerbaijan,' approved by the decree of the President of the Republic of Azerbaijan on December 6, 2016, form the perspective development model for ensuring sustainable development. The establishment of long-term principles in tourism should not only address the economic and socio-cultural aspects of tourism

but also ensure the protection of the environment. These services include food, accommodation, entertainment, travel, etc. There are two common approaches to the tourism product: the narrow framework and the broad concept of the tourism product. In a narrow sense, a tourism product refers to a specific service, such as a hotel or a separate transportation service. In a broader sense, a tourism product is viewed as a complex offering. Tourism products have unique interconnections that distinguish them from other products:

- The components included in a tourism product and the enterprises that produce them are closely interconnected. The revenue generated and the price of the tourism product can vary accordingly.
- A characteristic of tourism is that the same tourism center can provide services for the same tourist trip at different levels.

In a broad sense, a tourism product is created as a result of the intensive efforts of various enterprises. Each organization has its own work style, characteristics, and interests. Even a minor mistake or shortcoming can prevent the provision of high-quality service. This is because the services offered to tourists depend on such small details. The key characteristics of tourist services are as follows:

A tourist service is not tangible until it is provided to the customer; in other words, the product comes into existence only at the moment of service delivery. Although services may be provided simultaneously, it is not possible to directly compare the efficiency of services offered by two competing firms. The inseparable nature of production and consumption inevitably leads to variability in service efficiency. The quality of a service largely depends on where, when, and by whom it is provided.

In many cases, service delivery requires a level of skill and expertise that may be difficult for customers to fully understand or evaluate. The high level of uncertainty surrounding the offered service can put the buyer in a difficult position. As a result, the customer is often forced to rely on trust in the service provider. This, in turn, distinguishes tourist services from the sale of goods. The services included in a tourism product can be presented as follows:

Transportation services – these include air transportation, railway transportation, road transportation, and non-traditional transportation services. In tourism, railway, air, sea, and road transportation are widely used.

Accommodation service – This type of service is considered one of the primary and mandatory services in tourism. The establishments providing this service include hotels, motels, guesthouses, resorts, etc.

Catering services – These services are provided by restaurants, cafes, bars, various catering establishments in accommodation facilities, and other similar establishments.

Various services – entertainment, recreation, sports, shops, transfers, banking, and similar services should also be mentioned.

In addition to these, it is also important to highlight the activities of tourism companies and tour operators engaged in the sale of tourism products. This is because the tourism product is a general service offered to people by tourism-excursion organizations. The tourism product is prepared by them in the form of tour packages and tours and offered to tourists. In this process, certain factors of the tourism product are taken into account. When analyzing a tourism product, it is important to highlight the accommodation factor. Accommodation is one of the most important elements of tourism. Without accommodation (overnight stays), there is no tourism. The organization of accommodation facilities is a specific and strict requirement for the economy of any tourist region or center that aims to generate significant revenue from receiving tourists and exploiting tourism resources.

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