Tourism and Management in Azerbaijan

By

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Abstract

According to the information I have observed, researched and obtained, tourism in Azerbaijan is developing day by day, but it still takes several years of experience to reach world standards and provide quality services in countries where tourism is more developed. From this point of view, the tourism sector in Azerbaijan learns new things every day, experiences new things and grows. Of course, we can all understand how COVID 19 has shaken the tourism sector in our country and in the world, but nevertheless, tourism is developing day by day. As a result of my observations and research, I noticed some gaps in tourism and management in Azerbaijan and decided to share my small idea to write this article.

If we look at the statistics, we can see that both foreign and domestic tourism is better developed in Baku, the capital of the country, which increases the number of tourists in the capital. There are many regions of Azerbaijan with tourism potential, and the country has taken certain steps to develop tourism in these areas. However, these steps have slightly increased the development of domestic tourism in the country, and the flow of foreign tourists is still more concentrated in Baku. This is due to the weakness of management and new strategies and innovative ideas. In this article, I would like to share my thoughts and a small idea on how to increase foreign tourism in more regions and how to properly manage it.

First of all, I would like to point out some gaps:

1. Poor management skills.

2. Weakness of innovation management.

3. Lack of new strategies.

4. Lack of ideas.

I think that these points are gaps in the regions of our country, and they need to be changed and developed. I believe that my small idea on these issues will affect the development of tourism and governance here.

According to the information I have as a result of my research, flights from the territory of Azerbaijan to foreign countries often take place at the Heydar Aliyev Airport in Baku. In many cases, these flights are expensive. My idea is to increase the number of flights for foreign flights at other airports in our country, to turn these places into a kind of transit zone. The main goal here is not to increase flights, but to develop a strategy to offer customers and tourists new flights that are better and cheaper, suitable for their pockets, which in turn will increase both the sale of airways and the number of tourists to other regions of Azerbaijan. I think that if such flights take place, if there are transfers, if low prices are offered, it will lead to an increase in the number of people in those regions. Offering a tourist a lower plane ticket will not only save him travel money, but also allow him to see, walk, enjoy and explore other areas. Of course, for this to happen, first of all, it is necessary to make a proper plan, create a strategy, fill the gap in the field of management, strengthen the management system. Because for this we need to establish contacts with new airlines, to determine destinations, to promote the sights in those regions, to create a more comfortable environment for future tourists, to think innovatively. Let me give you an example: Ganja, the second largest city in Azerbaijan, is only 4-5 hours away from the capital Baku, and the city itself is closer to Georgia by land border. The city of Ganja is well developed and has many interesting sights, is considered the second capital after Baku, and so on. attracts people to this city. In addition, the city is strategically located, which gives impetus to its development. I think that if this city is still of interest to the population of the country, it is possible to create these conditions and interest for foreign tourists. The city's airport will allow tourists to buy affordable tickets, and they will use Ganja's airport to save money, which in turn will lead to the development of tourism in both Ganja and other regions along the way. It's just a proper and strong management system, new ideas, enhanced service and so on. need to create and strengthen.

Finally, I think that if this idea comes true, it will create good conditions for the recognition of Azerbaijan, as well as the strengthening of the economy due to growing demand, filling the gaps, and the country will develop better every day.