

Problems and Prospects of Sustainable Development of Mountain Tourism in Modern Conditions

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Abstract. This article examines the impact of mountain tourism on mountainous regions, identifying its positive and negative aspects. It examines the popularity of mountain destinations among tourists and their attractiveness due to natural landscapes, culture and sporting events. It is emphasized that unsustainable tourism can negatively affect the environment and public well-being. The development of sustainable tourism practices in mountainous areas, especially in peripheral regions, is considered, taking into account environmental and socio-economic sustainability. Tourism is recognized as one of the priority areas of the economy in Azerbaijan. Tourism has undergone many changes since its inception to the present day. Initially, they concerned its form and content and were associated with the way in which tourist needs were met, which led to the need for an in-depth study and analysis of the tourism economy. The formation of tourism began with its consistent development both qualitatively and quantitatively. During this period, the importance of tourism for the development of the national economy began to be revealed. In modern society, tourism is an integral part of the lives of citizens and at the same time an important type of economic activity. The importance of tourism is difficult to overestimate, since tourism contributes to employment and economic growth of the country, development of infrastructure, preservation and enhancement of the cultural and natural wealth of the countries of the world. This article examines the impact of mountain tourism on mountainous regions, reveals its positive and negative sides. It examines the popularity of mountain destinations among tourists and their attractiveness due to natural landscapes, culture and sports events. It is emphasized that unsustainable tourism can negatively affect the environment and the well-being of the population. The development of sustainable tourism practices in mountainous areas, especially in peripheral regions, is considered, taking into account environmental and socio-economic sustainability. Tourism is recognized as one of the priority areas of the economy in Azerbaijan. Tourism has undergone many changes since its inception to the present day. Initially, the main attention was paid to the form, content and methods of satisfying tourist needs, which necessitated a deep study and analysis of the tourism economy. The formation of tourism

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began with its consistent development both in qualitative and quantitative terms. During this period, the importance of tourism for the development of the national economy began to be revealed. In modern society, tourism is an integral part of citizens' lives and at the same time an important type of economic activity. The importance of tourism is difficult to overestimate, since tourism contributes to employment and economic growth of the country, development of infrastructure, preservation and enhancement of the cultural and natural wealth of the countries of the world.

Keywords: mountain tourism, climate, landscape, investment, sport

1 Introduction

Mountains have been a source of inspiration for societies and cultures since ancient times. Mountain regions are the second most popular tourist destination, accounting for 15-20% of annual global tourism. Tourists are attracted to mountains for many reasons: climate, fresh air, unique landscapes, scenic beauty, local culture, history and heritage, and the opportunity to participate in snow activities and sports. However, today these aspects are under threat from poorly managed and unsustainable tourism. While modern modes of transport have made even remote mountain areas accessible to an increasing number of visitors, mountain tourism tends to be very unevenly distributed and to include a small proportion of places with significant tourism infrastructure. Investment, operational and management decisions by tourism experts and the industry as a whole help determine the extent of negative and positive impacts of tourism on the mountain environment. It is therefore important to work with the sector to develop and promote sustainable mountain tourism practices [1, 2]. Mountain areas play a particularly important role in the context of growing tourism. Mountains provided the setting for some of the earliest forms of tourism, for example when the Alps became a necessary stopover for English aristocrats in the 18th century.

Related properties are valuable assets in the development of mountain tourism. These include, for example, the diversity of local populations and the diversity of traditional cultural practices, the abundance of minerals and hot springs, as well as the biological and geographical diversity reflected in the unique geological formations and plant communities. The importance of all these resources is expected to increase in the coming decades, as urbanization increasingly affects the world and its way of life, and the attraction of travel and tourism continues to grow [4]. Tourism in the Himalayan region is not easy to measure. The accuracy of available national and international tourism statistics varies widely around the world. And in any case, the available figures are only rough estimates. For example, the UN Environment Program estimates that mountain destinations represent 15-20% of the total tourist flow, as mentioned. However, available data suggest that this number varies from some mountainous areas in the northern hemisphere (especially the Alps, Rockies and Japan, which receive tens of millions of tourists) to some mountainous countries in the south with few or no tourists, such as Sahel, Indonesia or central Mexico.

2 Methods

Many scientific studies and local experiences have helped to identify a large number of problems associated with tourism, not only in terms of development, but also in terms of economic, socio-cultural and environmental sustainability [3]. The first controversial fact is that the expectations of development are significant and vary depending on the parties

involved. Since mountain areas often suffer from poor accessibility, poor infrastructure, as well as social, political and economic marginality (whether due to state neglect or a certain mistrust of the inhabitants of the periphery), tourism may seem to many local actors to be a rare “lever” for development. Another problem is that even if the curiosity of tourists and the wishes of local stakeholders come together, this does not guarantee that real development will occur, nor that it will be equitable and sustainable. However, tourism has brought many benefits to mountain areas, such as improved infrastructure, accessibility and connectivity, the creation of businesses and jobs, and openness to the outside world. The development of tourism in mountain areas depends on many factors: - the attractiveness of the destination, - safety, the professionalism of local businesses and hospitality services, - the availability of capital, etc. [5].

An important area of sustainable tourism is considered to be the reduction of social differences between the poor and the rich, improvement of the standard and quality of life, especially in developing regions, since the normal development of tourism will contribute to the improvement of well-being and prevention of social tension [3].

The principles of sustainability include economic, social and environmental aspects of tourism development. To ensure long-term sustainability, it is imperative to maintain a balance between the above dimensions. Thus, sustainable tourism should:

- create the most favorable use of natural resources, which are considered an important element of tourism development, helping and supporting environmental processes and contributing to the conservation of natural resources;

- provide a guarantee of long-term economic operations, ensuring, objectively distributing and giving preference to socio-economic benefits for each participant. For example, ensuring sustainable employment and thereby having a permanent income, which will contribute to a significant reduction in poverty;

- appreciate the uniqueness of host communities, protect their heritage and values, and promote intercultural understanding. Sustainable tourism development is considered an ongoing process and requires continuous monitoring of impacts to take corrective or preventive action where necessary, as well as ensuring a good tourist experience and satisfaction by acquiring awareness of sustainability issues and implementing sustainable tourism practices. It is worth noting that the UNWTO has identified the following key objectives for sustainable tourism development.

- Economic sustainability;

- Local well-being - to maximize the contribution of tourism to the well-being of destinations, including supporting the proportion of tourism load on the region;

- Good quality sustainable employment - to improve the quality and quantity of jobs created by tourism.

3 Results

Given the rich natural resources, relief features and geographical possibilities of Azerbaijan, it can be seen that it has enormous potential both in mountain tourism and in other types of tourism. In order to have rich experience in this area and ensure sustainable development of tourism in mountainous regions, a number of models of world mountain tourism centers were considered. Undoubtedly, one of the important factors here is to determine the success of these models in the countries where they are applied, based on statistical indicators. The goal of the economic development policy as a whole is to ensure the sustainability of socio-economic development by strengthening the existing potential, intensifying current economic reforms and improving its use. Numerous state projects implemented in this direction are very important. Recently, experts have considered the cluster model to be the most suitable for reducing the country's economy's dependence on oil. The clustering technique helps in

solving various problems. As a result, the economy's dependence on the oil factor decreases, tax revenues increase, and the average income of the population increases.

Tourism is important as a driving force of the country's foreign trade balance and one of the factors contributing to the formation of GDP. The production of consumer goods, among others, tourism, agriculture, construction, transport and other industries, which dominate the country's economy, have a significant impact on these areas and play the role of a particularly effective accelerator of socio-economic development. Although a large number of highly qualified workers work in the tourism industry, it is deeply regrettable that the majority of workers do not have special training in this field. However, as the tourism industry grows, the need for professionals with more training and experience increases. The growth of tourism around the world is influenced by a number of variables, including political and economic stability, population growth, rising living standards, increased leisure time, and the development of science and technology. In recent times, the growth of international tourism combined with domestic tourism can be considered as the cornerstone of the economy of any nation. The number of corporate travelers, retirees and senior citizens has increased in the tourism industry.

In this sense, several factors can be used to calculate the growth of international travel:

1. Reduction of commuting costs as a result of improvement of all types of transport due to accessibility for all sections of the population;

2. The intensification of work has caused employees to take long vacations, which is the basis for their more meaningful rest;

3. Economic and social development is ultimately related to the growth of interests, as well as the growth of the number of business trips.

The subsequent tourism service spurred technological progress in telecommunications, expanded geography, and increased the scale of tourism exchanges as a result of the expansion of interstate relations and cultural exchanges. Finally, the easing of restrictions on the flow of money out of the country and the simplification of border clearance helped to alleviate this concern. The following activities are a part of international tourism that promotes the development of organizational and economic processes in different nations:

1. A significant impetus for the development and diversification of related deposits;

2. Fixed inflows of foreign funds;

3. Stimulation of the balance of payments (implies the development of tourism-related areas) [8].

Tourism economics is an economic science that looks at tourism in the context of the economic activity of a region or country; It is considered as an applied science that studies behavior in a product. Tourism is a special type of customary relations in the field of product production, exchange and distribution; it is also a component of the country's national economy complex, which includes specific production areas and types of economic activity. Economics examines these processes and predicts how they will affect individuals, groups, and society as a whole. The tourism economic system is a modern theory of economic behavior that looks at how people behave as economic agents in the processes of production, distribution, exchange and consumption of tourism services to satisfy human needs while working within limited family, firm and constraints.

Global economic interactions and processes, rather than domestic variables, can be used to explain the expansion of tourism. In many cases, tourism is an important catalyst for economic growth in rapidly developing countries. In this case, tourism is used to redistribute the national product among the population. By using local goods and services, tourists increase local production and create new jobs for the economies of the destination [13]. The creation of new jobs and the rapid expansion of the national economy are made possible by factors such as the increase in national income, the increase in employment, the development of infrastructure, the improvement of the living standards of the local population, and non-

collectible goods and services related to tourism. They are distinguished by great investment efficiency and quick payback. Rising living standards in industrialized countries are leading employers to give employees longer vacations and offer generous retirement plans. The growth of tourism is significantly affected by this [14].

Examples of demographic and social changes are population growth, retirement with adequate pension insurance, increase in the number of lonely and destitute people, increase in the number of working women, childless families, etc. includes Demographic makeup and social identification patterns have changed as more people have the time, inclination, and financial resources to travel [12]. Countries are classified as sending (or donor) and receiving (or host) countries in the context of tourism activity. Examples of sending countries are France, the United States, Spain, Italy, Hungary, Germany, England, Belgium and Denmark. [6]. Experts of the World Tourism Organization found a strong connection between the general economic situation of the country and the development trend of tourism. Travel dynamics are particularly sensitive to the country's economic situation. According to WTO figures, income from foreign travel has increased worldwide in the last few years [11]. By examining the global tourism market, we can obtain the following results:

1. To achieve interregional balanced development of international tourism;
2. To analyze the reasons for the significant differences in the geographical distribution of the number of tourists and the income from them. There are two important contrasts between the geographic distribution of international tourism and the spatial concentration of trade.

First, countries with a positive tourism balance, such as the United States, Spain, Portugal, and Greece, usually have a negative trade balance. Unfortunately, Germany, Japan and other countries with a negative tourism trade balance have a positive trade balance [4]. The second paradox is that trade is not the same as the exchange of goods between industrialized countries; rather, it is an exchange of various goods. In fact, products from the same category are often exported to industrialized countries. Shipping food between European countries or shipping cars between the US and Japan are two examples. This is called "doing the field" [1].

The travel sector deals with this type of product exchange. People from northern European countries usually like to relax in Mediterranean resorts, while people from tropical countries prefer ski resorts in the mountains. Many developed countries have identified tourism as an important component of the service sector in terms of investment opportunities, the sector that ensures the growth of the infrastructure of the country and its regions, and the inflow of foreign exchange funds [7]. International studies show that large public investments in the tourism sector attract the interest of the private sector and make them equal players in investment initiatives. The data supports this. The Turkish government has therefore made significant investments in the travel and tourism sector. Later, on the basis of consignment contracts, he leased tourist facilities to be managed by local and foreign companies, giving them tax benefits and bank loans in the process. As soon as private capital became aware of these developments, the state stepped back, limited its activities and concentrated on the social components of tourism infrastructure. In Italy, the state offers material (tax and credit concessions, subsidies) and non-material (free participation in exhibitions, issuance of appropriate quality marks, etc.) incentives to enterprises that are included in the category of state-supported enterprises and pass inspections.

Besides being a socio-cultural activity, tourism is an important economic industry that meets the demands of tourists. As a result, as tourism develops and improves, the country's income will increase. In the scientific-research projects based on the state policy adopted by the state regarding the socio-economic development of the regions and the development of tourism, the development directions of tourism, climatic conditions, local culture and tourism resources, and the state of those regions have been determined [10]. According to administrative territorial units, recreation resources are ecotourism, agritourism, medical

health, adventure, village, forest, mountain, winter, etc. divided into such categories. Regional forest massifs, natural monuments, mineral springs, cultural resources of global, national and local importance, festivals and holidays, information on transport infrastructure, tourism infrastructure evaluation were also included in the study. Thus, advanced zones were recognized according to the pace of development, and areas with underdeveloped and backward tourism resources were also highlighted. One of the main considerations after the war should be the assessment of the continuous growth of tourism in the Karabakh economic zone. As in any economic sector, one of the crucial components underlying sustainable income and growth in the tourism sector is the existence of a customer market for the goods and services provided by the industry.

In order to maintain a high level of service and promote the tourism industry, customer satisfaction with the goods and services provided should be evaluated periodically. An ideal environment must also be developed to ensure that visitors have an enriching and memorable experience. Important issues need to be addressed, such as the need for tourists to respect the local environment as well as its social and cultural customs. Therefore, when traveling abroad, visitors should be encouraged to practice sustainable tourism and expand their knowledge of regional sustainability issues. The use of advertising and promotional videos can also be applied in the areas of Azerbaijan that are suitable for mountain tourism. For example:

- the potential of the area for mountain tourism - the number of tourists during the current period should not be taken into account, but the number of tourists who may come here in the future should be predicted;

- ecology - necessary measures should be taken to protect the environment from pollution, restrictions should be placed on the number of tourists when there is an excessive number of tourists in regions with a lot of pollution or in areas where it is more likely;

- we must not forget that tourism is the most promising source of income and livelihood for people living in the mountains. Therefore, during the development of tourism, serious steps should be taken to ensure the socio-economic development of the population in mountain regions, and the role of local residents in the development of tourism in these areas should be ensured;

- longitudinal and transverse data should be collected in order to determine the attitude of the local population to sustainable tourism during future research, and measures should be taken to increase the share of mountain tourism in the economic development of mountain regions based on this data;

- Creation of favorable conditions for the application of the above in the mountain regions of Azerbaijan [2].

There is a specific set of metrics that reflect the economic value of tourism. These indicators allow to evaluate the development dynamics of the sector [6]. These are the following:

1. Cross-country movement of tourists reflecting the flow of arrivals and departures;
2. Continuous evaluation of the technical and financial basis of the country's tourism;
3. Conducting comparative analyzes with other sectors of the national economy, comparing sector turnovers and developing recommendations according to the results;
4. Primary macroeconomic indicators related to the travel and tourism industry;
5. Number of employees in the water industry;
6. Financial and economic indicators of tourism business;
7. The level of material and technical support of the field in relation to other fields;
8. Place of tourism industry in global rankings.

The volume of tourist flow is primarily determined by indicators such as the number of visitors, the length of their stay in the countries they visit, and the number of days they stay there. We can use the following model to evaluate the quality of tourism industry offers and

customer behavior:

- tourism demand created by individuals with high incomes. $S_1 = F(Y_{max});$
- demand created by tourists with average income. $S_2 = F(Y_{aver}, C);$
- demand created by people with low income. $S_3 = F(Y_{min}, P_i, C)$ [3].

where: S - the level of demand, Y - the level of income, P_i - the price of other goods, C - reflects the level of accumulation [7].

Rural tourism subsequently boomed, and the best-placed places to cater to rural areas witnessed a greater and longer-lasting recovery in domestic demand. Today, tourism is credited with great cultural, economic and community benefits [4]. The population engaged in tourism has a better socio-economic status than those engaged in non-tourism such as agriculture and related sectors. The most promising source of income and livelihood for people living in mountainous areas is tourism. Mountain soils are more fragile and sensitive to tourism-induced change and degradation than other landforms. Mountain tourism is ideal for integrating these features into utility. Azerbaijan's Shahdag winter-summer tourism complex can be further developed and boost the progress of mountain tourism in our country. Also, considering that despite being new in this field, it has enough experience, the importance of introducing new models is very important. It should be noted that the peak of Shahdag is located in the north-east of Azerbaijan, on the side ridge of the Great Caucasus mountain system, in the territory of Gusar region. This peak, which has an absolute height of 4243 meters and a relative height of 1097 meters, was conquered for the first time by Andrey Pastukhov in 1892. In this area, where mountain skiing currently exists, it is possible to hold international competitions in this field in the future. For this, the necessary infrastructure can be created and developed. At the same time, steps can be taken to train talented young people in this field.

Since sustainable development is closely related to environmental issues, given that nature provides fundamental opportunities and constraints to development, theoretically, the understanding of the concept of sustainable development is more related to environmental sustainability - a necessary condition that enables living in the environment in order to increase a certain level of well-being for present and future generations. development that provides ecological conditions.

On the other hand, strong sustainability focuses on the green economy and strict environmental protection, and highlights how insufficient the protection of common capital is, while the protection of natural resources is particularly important. This claim follows from the fact that certain critical natural resources can never be supplemented or replaced by other forms of resources because they are irreversible and their eventual loss will affect all other forms of capital. Accordingly, sustainable development requires achieving the following:

1. Environmental sustainability - maintaining the quality of the environment necessary for economic activities and quality of life (environmental protection, reduction of pollutant emissions, efficient use of resources, etc.);
2. Social sustainability - preservation of society and cultural uniqueness, respect for cultural diversity, race and religion, preservation of social values, rules and norms, protection of human rights and equality, etc.);
3. Economic stability - protection of natural, social and human values.

Organization of state control is required to support the rapid and prosperous development of tourism. Special attention should be paid to the financial support of those working in the tourism sector. Entrepreneurs operating in the tourism industry should be provided with favorable conditions for small and medium business loans. The following initiatives should be included in the state plan for the sustainable development of the tourism industry: - subsidies are supposed to be given to the regions for the construction of hotels, the development of tourism infrastructure and the provision of high-quality tourism services. Initiatives should be developed to ensure accessibility and knowledge of tourism facilities

for the benefit of tourists; - state support measures such as financing and simplification of the visa regime for tour operators should be prepared; - tourism control. It would be desirable to create state planning programs to use new technologies to develop the tourism industry. In addition, the development of suitable places for tourism in the occupied regions should go in parallel with the rise of tourism macro-areas. In order to promote the sustainable expansion of the regional tourism industry, the state should show more interest in attracting domestic and foreign investment. As a result, their number decreased sharply.

Table 1. The total volume of investments in the tourism sector in 2016-2023 (million manats).

2016	2017	2018	2019	2020	2021	2022	2023
2204.0	1063.9	363.0	267.3	229.7	133.7	79.3	97.2

In terms of human resources, Azerbaijan is provided at the appropriate level. As a result of the epidemic, the number of people engaged in this profession will be 16.9% less in 2020, but if the effects of the pandemic decrease, or if the tourism industry of Karabakh develops, this number will increase [3]. A potential workforce for the tourism industry can be made up of our fellow citizens who travel abroad for work. One of the main problems is the implementation of tax benefits for employees and ensuring their security.

Thanks to the reconstruction works carried out here, now Azerbaijan and the whole world can visit Karabakh. Demining the territories will lead to great economic growth for Azerbaijan and the South Caucasus as a whole in the coming years. The establishment of the Zangezur corridor will improve the tourism industry of Karabakh and provide opportunities for future economic growth.

The main objectives of sustainable tourism development are: - increasing the professionalism of workers employed in the tourism sector; - opportunities for career growth; - creation of permanent jobs and promising vacancies.

Effective development of sustainable tourism will also contribute to the implementation of social sphere tasks - to improve the standard and quality of life of people, increase employment of the local population, support natural and cultural heritage. The solution of these tasks will have a positive impact on the activation and expansion of cultural ties, improvement of the social structure of modern society, and help relieve social tension.

Table 2. Economic indicators of travel agencies and tour operators in the mountainous regions of Azerbaijan (on the example of Sheki-Zagatala, Guba-Khachmaz and Gorno-Shirvan economic-geographical regions).

Administrative districts (cities)	Travel agencies and tour operators			Traveling citizens of Azerbaijan with the help of travel agencies and tour operators	
	income	expenses	number of employees	distribution, people	number of tour days, days.
Khachmaz	-	-	-	4	8
Guba	-	-	-	10	50
Ismaili	-	29.1	5	-	-
Zagatala	-	-	8	-	-
Sheki	21.5	48.1	-	10	50
Gabala	-	-	-	15	75

The maximum result from tourism activities can be obtained only with simultaneous interaction with other sectors of the national economy related to tourism. If tourism, with its comprehensive development, does not cause economic damage to the development of other sectors of the economy, then we can note the positive impact of tourism on the country's economy.

Factors influencing tourist demand, the nature of the influence, the main trends, as well as a large amount of information about producers and consumers of tourist services help to assess the level of socio-economic impact of tourism.

We also conducted tourism and recreational zoning based on economic indicators of travel agencies and tour operators in the mountainous regions of Azerbaijan (using the example of the Sheki-Zagatala, Guba-Khachmaz and Mountainous Shirvan economic and geographical regions). It should be noted that not all administrative districts related to the studied regions have statistical data on travel agencies and tour operators. During the tourism and recreational zoning, the following districts were identified:

- the best developed districts - Sheki;
- moderately developed areas - Gabala, Ismaili, Guba;
- the least developed areas - Khachmaz, Zagatala.

The developed tourist and recreational zoning of the mountainous regions of Azerbaijan can be used for economic purposes and in programs for the socio-economic development of the country's regions. As the basis for territorial management of the country's tourism sector, tourist and recreational zoning is a catalyst for the development of the economy of the country's regions. A modern tourist destination is a managed system, since government bodies determine the general development policy, form an investment climate, and regulate the rules for the movement of tourist flows. Considering that tourism is an important economic factor in the regional economy, the destination product plays a certain role in the socio-economic development of the regions.

4 Discussion

Researchers in the tourism field have confirmed the current trend of the widespread emergence of new BMs that have a high degree of competitiveness and even pose existential risks for traditional ones [14].

The process of digitalization has seen the emergence of innovative travel companies with new BMs in the travel industry. Hopper provides a mobile app that supplies predictions of airline ticket price fluctuations; the accommodation search engine Trivago compares prices among online travel agencies (OTAs); the digital law agencies Air Help and Claim Compass help customers to claim compensation from airline companies. A number of these companies have adopted some variation of a platform BM [15].

As a comprehensive tool, the list of digital BMs might be useful for traditional travel companies beginning their digital transformation and for digital players in the travel industry. The compiled taxonomy of BM configurations can be used by managers to evaluate the current operations of their company and its competitors. For instance, the managers of a travel company might wish to analyze the effectiveness and competitiveness of a current BM when they seek to use existing digital opportunities for value creation. Meanwhile, travel start-ups looking for new business ideas could use the classification of digital BM configurations to identify possible but underused opportunities to develop new digital travel businesses. The compiled list of BM configurations is also created for managers to draw inspiration from for BM design and innovation [16].

Sustainable tourism meets the modern needs of tourists and the regions that host them, preserving and increasing great opportunities for the future. Resource management should be carried out in such a way as to satisfy socio-economic needs, not to lose but to preserve cultural value, protect the environment and life support systems. The emergence of the concept of sustainable tourism was associated with the increase in mass tourism and its negative consequences, which aggravated some environmental problems in the world. There have been changes in views on environmental issues and understanding of the importance of natural resources. The necessity of increasing the level of sustainable tourism development

based on public-private partnership (PPP) is substantiated. For Azerbaijan, sustainable tourism development based on PPP will be an effective means of activating the tourism potential. It has been established that the main indicator of sustainable tourism development is the Sustainable Tourism Development Index, which is focused on assessing current global environmental and social problems in the context of the tourism sector. Assessing the importance of social networks in the information and communication solution for promoting destinations and tourism products, the significance of analyzing information and reviews of tourists obtained from social networks has been proven, which will create a predictable image of the future tourist, which can be used to create tourism products that meet the needs of tourists.

5 Conclusion

As a result of our research, we can come to the conclusion that for the development of mountain tourism in the republic, taking into account the current conditions, the following measures should be taken:

1. Providing preferential financing for the development of rural and mountain tourism;
2. Protection of tourism resources and optimal use of these resources;
3. Tourism in the area, including agritourism, ecotourism, business, extreme adventure, mountain, ethnic, religious and virtual. use foreign expertise to expand tourism areas and increase competitiveness;
4. Increasing the number of low-cost or motel-style accommodations in the area to offer travelers affordable and profitable travel options. In addition, it will help maintain jobs in the area;
5. As a result of the establishment of tourism management and activity-oriented educational centers in the region, implementation of measures to attract small and medium-sized business entities to this field;
6. To increase the level of professional training of tourism personnel by expanding international cooperation with countries with rich experience in the field of tourism and exchanging experience.

At the same time, we believe that ideal conditions should be created for the development of tourism in Azerbaijan in order to create a new Azerbaijan tourism brand (logo), as well as to conduct advertising and information-request operations. should be presented as a nation with well-known brands in the tourism industry, the creation and growth of regional cultural tourism routes within the framework of international initiatives, and the increase of international cooperation in the tourism industry. We think that the difference of people's natural resources and cultural heritage cannot be the main condition for the successful development of tourism. Strategies for the long-term development of the domestic tourism industry should be developed. Creative activities of the private sector should be coordinated with government agencies and an approach focused on improving and deploying human resources should be preferred. In order to solve these issues, it is necessary to create interaction between public and private, academic and scientific institutions. In fact, the cluster technique should be effective in this case.

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