

E.Sh. Mamedova* Sumgait State University
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*e-mail: Mamedovaelnara80@gmail.com**ASSESSMENT OF THE SOCIO-ECONOMIC EFFICIENCY OF THE TOURISM SERVICES
MARKET IN THE NATIONAL ECONOMY****Abstract.**

Tourism, as one of the most profitable and dynamically developing sectors of the world economy, is an active source of budget revenue. The development of tourism helps to solve many economic and social problems. Tourism stimulates the development of the region and the country as a whole. The article discusses the factors influencing the development of tourism. The role and directions of the state in stimulating the development of the tourism services market are determined. According to the authors, the role of the state in stimulating the development of the tourism services market should be implemented in several directions, namely: the constant implementation of environmental protection measures, constant monitoring of the tourism services market; justification and implementation of program concepts to stimulate the inflow of investments into the tourism services market; improvement of the existing tourist and recreational infrastructure through the implementation of projects using mechanisms of public-private partnership; formation of a system of measures aimed at ensuring the safety of life and health of tourists, as well as the safety of their property; improving the image of the country through interregional and interstate fairs and exhibitions. The situation related to COVID-19 requires a new approach on the part of the tourism business, strengthening sanitary and epidemiological security measures.

Key words: tourism, tourism products, hotel, services, hotel type enterprise.

Introduction.

Tourism is one of the most profitable industries. Before the pandemic, about 10% of the gross national product was accounted for by tourism. In many countries, tourism revenues form the basis of the State budget. The impact of tourism on the development of modern civilization is enormous. Tourism affects the socio-economic development of countries, global cash flows, employment, well-being and the development of interpersonal relations. All this explains the importance of the effective functioning of the tourist services market. The social impact of tourism is expressed in improving the health of the population, increasing employment and solving problems of personal development.

The effective activity of the tourism industry is influenced by a number of factors that largely determine its level of development.

As for the management of the economic efficiency of the use of innovative technologies in the tourism industry, first of all, the methodological apparatus is of great importance for evaluating management decisions. It is not always advisable to evaluate based on numerical values, a qualitative assessment is also important. In the marketing research system, qualitative performance evaluation is used quite widely and has its advantages and disadvantages. One of the interesting approaches to the qualitative assessment of the effectiveness of managerial decision-making is analysis and evaluation based on the use of variance analysis of research data.

Materials and methods of research.

Nevertheless, the authors tried to apply classical methods of studying the problem of sustainable tourism development as one of the most effective methods of tourism development in the country. The deduction method is based on the experience of developed countries. The method of a systematic approach to the study of tourist objects of research as a set of methods of cognition of the current situation, a method of describing and explaining the strategy of the analyzed tourist objects, which for the first time faced a pandemic as a general crisis.

Results and their discussion.

To analyze the problems of sustainable development of the tourism services market, it is necessary to determine the place and role in the national economy. Determining the economic effect of tourism industry enterprises depends on the volume of foreign currency receipts, the pace of regional development, the volume of investments in the national economy and other indicators. The growth of these indicators to a certain extent depends on the level of development of tourist services.

The development of the tourist services market is influenced by a number of factors, the most important of which can be grouped as follows:

- natural-geographical;
- cultural - historical factors;
- socio-economic factors;
- technological factors;
- political factors [1].

One of the important factors influencing the development of the tourist services market is the natural and geographical factor. The structural elements of this factor are the availability and quality of natural resources, the location of the recreation area and the availability of resources for use.

Cultural and historical factors are formed not only by the presence of such elements as cultural and architectural monuments, museums and other attractions, but also by strong cultural ties, high culture of the population. Cultural and historical factors increase the cultural level of the population of many countries and, in this regard, ensures the desire of people to learn foreign cultural values. Cultural and historical factors also contribute to the restoration, protection and creation of historical monuments, architectural objects, museums, nature reserves, cinemas, libraries, etc.

Currently, one of the most important factors influencing the development of the tourism services market not only in a particular region, but also in the country as a whole, is the financial and economic situation of market participants. Another equally important factor is the purchasing power of consumers. Consumer purchasing power is an economic factor that affects the demand for tourist products, as well as for other goods and services. That is, the population increases the demand for tourist products if there are funds and a desire to spend them on travel.

Thus, the necessary conditions for increasing the mass demand for tourism and maintaining it at a high level are free time and income growth of citizens of the country. The growing trend towards recreation is an objective factor in the emergence of an increase in demand for tourism.

Modern technologies influence the development of the tourism services market. Modern technologies lead to the creation of new services and the development of market infrastructure. Technologies serving the tourism industry are divided into three areas: transport technologies, equipment for hotels and restaurants, and communication technologies.

Today, transport technologies are developed at a sufficiently high level, which allows free movement. This allows tourists to explore more terrain. It should be noted that hotel and restaurant technologies in Azerbaijan have improved significantly over the past decades. Which simplified business

processes. At the present stage, modern communication technologies are associated with the development of computer technologies that allow you to quickly store, process and transmit more information. Most of the advertising company is placed on the Internet, which helps to make decisions about the choice and prepares for it.

Delivery of tourist products to consumers is carried out mainly through travel agencies and tour operators. It should be noted that there are many hotels and hotel-type enterprises, travel agencies and tour operators in Azerbaijan. Most of the human resources working in the tourism sector are concentrated at such enterprises. Now let's analyze the number of employees in hotels and hotel-type enterprises in Azerbaijan in the period from 2010 to 2019.

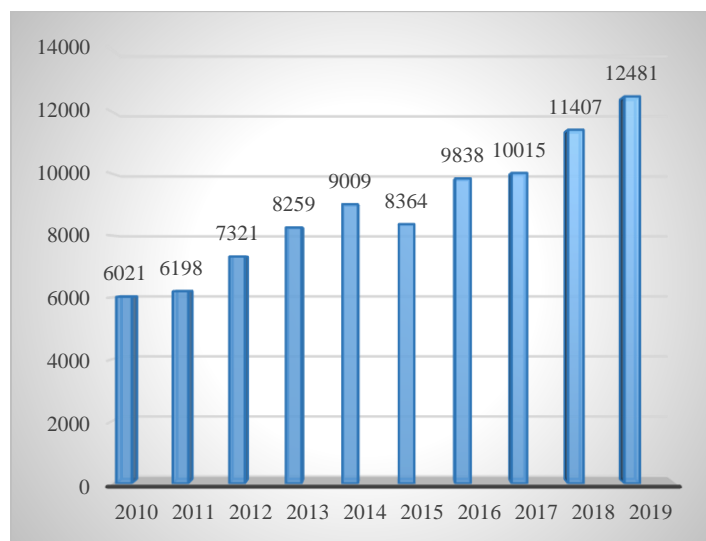


Figure 1 – The number of employees working in hotels and hotel-type enterprises in Azerbaijan in 2010-2019, people

Note: compiled by the author on the basis of the GCS [2]

As can be seen from the figure, from 2010 to 2019, the number of employees in hotels and hotel-type enterprises changed in different ways. In 2010, the number of employees at such enterprises amounted to 6021 people, and in 2014 – 9009 people. However, in 2015 it decreased to 8364 people. Since 2016, this number has increased to 12481 in 2019.

As you can see, tourism plays a special role in providing employment in the country. Due to the fact that the number of people employed in tourism is expressed in such a large number, it is possible to turn this sector into an important direction of the economy.

Information support is an integral part of the development of the tourism services market. This is due to the fact that the information factor plays an important role in providing the subjects of the tourism market with reliable information characterizing the state and development of the tourism industry, and meeting their needs in the development and implementation of strategic management decisions [3].

All elements of the external environment affect the tourism services market and force it to adapt to the current market situation. The market of tourist services has practically no negative impact on the external environment. Moreover, the external environment is never stable. Therefore, it is not enough to

know this, it is necessary to anticipate changes in the future and respond to these changes in a timely manner.

Among these factors, geopolitical factors should be particularly noted. A number of geopolitical factors play an important role in the development of the tourism services market. The geopolitical processes taking place in the world and the difficulties associated with them are the main reason for preventing the free movement of people. Therefore, the development of the tourism services market requires attention to this factor.

The current discussion in the tourism sector is devoted to how to improve the quality of tourism. Travel companies and their regional partners are now using the time to make their offers more sustainable, if finances allow. If there is a chance to reorient the tourism industry and change the tourism product, then now is the right time to do so.

According to experts, the prospects for the development of the tourism industry after the pandemic are still ambiguous. Representatives of the tourism industry have little hope for this year - almost all travel companies admit that the summer season has already been lost for them. Nevertheless, during the current crisis, tour operators need to think about creating new tourist products that are interesting for young tourists, pay attention to their facilities, improve their safety and sanitation [4].

Evaluating the effectiveness of innovative technologies in tourism activities means identifying a possible increase in the company's invested funds by involving them in solving difficulties associated with the company's activities in a competitive market.

The effect is directed into the future, efficiency determines the feasibility of the company's activities in this area. A negative effect means a loss of the desired quality, features, and a decrease in potential. The positive effect is probably due to the measures taken to reduce the negative effect.

The goal of management is to achieve the greatest effect at the lowest cost, this is especially true for the tourism services market, which is characterized by a high level of competition, both in domestic and foreign markets. Both the search and the choice of adequate models, approaches, evaluation methods is an important decision in the management system in the tourist market [5], [6].

Theoretical analysis of research in the field of performance evaluation allows us to conclude that there are various methods. There are both quantitative and qualitative assessment methods that are as close as possible to use in modern conditions. One of these approaches is estimation using variance analysis.

The tourism industry is subject to global economic trends. The most important trend that allows companies to explore new tourism markets and business models is the widespread penetration of elements of digitalization. Digitalization offers technologies, approaches and tools that increase the value of a tourist product [7].

The economic crisis is developing and worsening before our eyes, and the proposed measures are supported by all political forces. They require a limited amount of resources and are able to give the country a disproportionately large part of the expanded efforts, being only a derivative of the political will of the Government.

The analysis of the factors influencing the market of tourist services shows that all factors are interrelated and have a complex impact on the development of tourism. In addition, these factors can replace or complement each other. External factors have a greater impact on the development of the tourism services market. Tourism companies cannot influence the current situation, but only adapt to its conditions.

Traveling within the country, getting acquainted with the peculiarities of the same traditions, stories, people in other regions gives the experience of new discoveries in the study of the country.

Tourism will develop within the country. The population will travel to where the crown is low. Then the government will allow visits to neighboring countries. Where there is no quarantine, you can travel freely. In the future, it will be more important to develop public health and strengthen global medical cooperation.

In order to give a new impetus to the socio-economic development of rural areas and improve the standard of living of the population, it is necessary to diversify the rural economy, support all types of businesses that create jobs, including agro tourism.

The main specificity of the work on the assessment of socio-economic effects in the framework of the master planning of target territories is to develop the stages of development and placement in the target territory of the list of projects-activities required to attract tourists. Thus, to calculate direct effects, it will be necessary to consider the process from the supply side. The key assumptions in the framework of the master planning of the target area are presented below:

- the costs of tourists are defined as the revenue of projects on the target territory. Conditionally, the list of projects is an enlarged economic model of cluster development. Therefore, the list should contain all the objects required to meet the demand for tourist activities, and related services;
- statistics on the consumption of services and goods by types of tourists are replaced by forecast indicators of projects in future periods. By this time, projects should already be assembled based on market analysis and forecast scenarios for visiting a cluster of tourist sites;
- the input of projects is determined by year;
- economic indicators of tourism projects from the lists are presented in dynamics by year;
- the list of projects also contains indicators of existing businesses in the territory and their plans for organic development;
- when implementing projects that create an influx of new visitors, proportional increases in the objects of related commercial services should be provided;
- the list of projects is determined by the master plan [8].

The list of projects is collected in the following simplified logic, presented in Table 1.

Table 1 – Required steps to develop a list of projects for calculating socio-economic effects

Stages of development of the list of projects	The result of the stage for the formation
Analysis of the tourist supply market and identification of deficits in the context of types of objects that attract tourists	The maximum capacity of the market in money and days of the visit, the structure of the offer and the shortage of types of tourist facilities are determined
Definition of typical scenarios for visiting similar territories. Example: descriptions of tourists' preferences when visiting different types of generating tourist facilities in terms of catering, accommodation, retail purchases, etc.	The structure of consumption of additional services and goods according to the types of cluster visit scenarios is formulated to account for the required facilities and areas during the implementation of anchor projects
Determination of the current situation and tourism potential The target territory is a master plan of the tourist infrastructure generating the flow of visitors. Example: assessment of the potential of a mountain to create interesting and attractive ski trails, lifts; assessment of the potential of a natural area to accommodate a network of trails, viewpoints, piers and piers	a. The existing businesses and anchor tourist facilities in the cluster are characterized (types of activities, revenue, profitability, taxes, employment). b. The maximum number of visits to existing anchor facilities during the implementation of the master plan is estimated

Analysis of analogs of tourist projects, determination of schemes of functioning of objects on the target territory and calculation of financial models	The indicators of planned projects by years of development, the specifics of the scenario and the seasonality of visits, as well as the business scheme and financial models are determined.
Allocation of scenarios for visiting clusters of tourist sites and the volume of visitors by groups	The calculation of the final demand for related commercial services and goods presented by cluster visitors by year is made
Note: source [8]	

Conclusion.

The positive impact of these factors on the tourism services market largely depends on the socio-economic policy of the state. It is important to strengthen the stimulating influence of the state in this area. The role of the state in stimulating the development of the tourism services market should be implemented in the following areas:

- continuous implementation of environmental protection measures;
- constant monitoring of the tourist services market;
- substantiation and implementation of the concepts of programs to stimulate the inflow of investments into the tourism services market;
- improvement of the existing tourist and recreational infrastructure through the implementation of projects using public-private partnership mechanisms;
- formation of a system of measures aimed at ensuring the safety of life and health of tourists, as well as the safety of their property;
- improving the image of the country through interregional and interstate fairs and exhibitions.

The implementation of the above measures will help eliminate the negative impact of the COVID-19 pandemic on the development of the tourism services market in our countries, and will also stimulate the development of related destinations. Thus, the development of the tourism services market will be able to solve many socio-economic problems in the country, and will also play an important role in strengthening the worthy position of Azerbaijan and Kazakhstan among the countries of the world, making it more attractive for tourists.

In our opinion, the demand for excursions to nearby regions for one or two days will increase. Nature tourism will be very popular. After sitting at home for a long time, people will want to get out into the fresh air. Thus, the seas, mountains, steppes and other natural attractions will become favorite places for tourists.

A new approach to tourism may lead to the emergence of new businesses, such as artisan markets and zero kilometre, new micro-museums.

Not only travel companies affected, but also airlines, hotels, restaurants, shops and other businesses serving tourists. The coronavirus pandemic can stimulate and accelerate the development of domestic tourism. After the epidemic, the healthcare industry will see big changes: the emergence of new directions in the medical industry, further increasing public awareness about health, continuous expansion of consumer demand for various medical supplies, universal recognition and dissemination of traditional Chinese medicine methods, increasing the level of medical care, etc. Therefore, in order to attract as many tourists as possible, it will be necessary to focus not only on natural attractions, but also on various amenities to meet all kinds of vital needs.

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ҰЛТТЫҚ ЭКОНОМИКАДАҒЫ ТУРИСТІК ҚЫЗМЕТТЕР НАРЫҒЫНЫҢ ӘЛЕУМЕТТІК-ЭКОНОМИКАЛЫҚ ТИІМДІЛІГІН БАҒАЛАУ

Андатпа.

Туризм әлемдік экономиканың табысты және қарқынды дамып келе жатқан секторларының бірі ретінде бюджет кірістерінің белсенді көзі болып табылады. Туризмнің дамуы көптеген экономикалық және әлеуметтік мәселелерді шешуге көмектеседі. Туризм аймақтың және жалпы елдің дамуын ынталандырады. Мақалада туризмнің дамуына әсер ететін факторлар қарастырылады. Туристік қызметтер нарығын дамытуды ынталандырудағы мемлекеттің рөлі мен бағыттары айқындалды. Авторлардың пікірінше, туристік қызметтер нарығын дамытуды ынталандырудағы мемлекеттің рөлі бірнеше бағыттар бойынша іске асырылуы тиіс, атап айтқанда: қоршаған ортаны қорғау жөніндегі іс-шараларды тұрақты іске асыру, туристік қызметтер нарығына тұрақты мониторинг жүргізу; туристік қызметтер нарығына инвестициялар ағынын ынталандыру жөніндегі бағдарламалар тұжырымдамаларын негіздеу және іске асыру; туристік-рекреациялық инфрақұрылымды пайдалана отырып, жобаларды іске асыру есебінен жақсарту мемлекеттік-жекешелік әріптестік тетіктері; туристердің өмірі мен денсаулығының қауіпсіздігін, сондай-ақ олардың мүлкінің сақталуын қамтамасыз етуге бағытталған шаралар жүйесін қалыптастыру; өңіраралық және мемлекетаралық жәрмеңкелер мен көрмелер есебінен елдің имиджін арттыру. COVID-19-ға байланысты жағдай туристік бизнес тарапынан жаңа тәсілді, санитарлық-эпидемиологиялық қауіпсіздік шараларын күшейтуді талап етеді.

Негізгі сөздер: туризм, туристік өнімдер, қонақ үй, қызметтер, қонақ үй типіндегі кәсіпорын.

ОЦЕНКА СОЦИАЛЬНО-ЭКОНОМИЧЕСКОЙ ЭФФЕКТИВНОСТИ РЫНКА ТУРИСТИЧЕСКИХ УСЛУГ В НАЦИОНАЛЬНОЙ ЭКОНОМИКЕ

Аннотация.

Туризм как один из прибыльных и наиболее динамично развивающихся секторов мировой экономики, является активным источником доходов бюджета. Развитие туризма помогает решить многие экономические и социальные проблемы. Туризм стимулирует развитие региона и страны в целом. В статье рассматриваются факторы, влияющие на развитие туризма. Определены роль и направления государства в стимулировании развития рынка туристических услуг. По мнению авторов роль государства в стимулировании развития рынка туристических услуг должна реализовываться по нескольким направлениям, а именно: постоянная реализация мероприятий по охране окружающей среды, постоянный мониторинг рынка туристических услуг, обоснование и реализация концепций программ по стимулированию притока инвестиций на рынок туристических услуг, улучшение существующей туристско-рекреационной инфраструктуры за счет реализации проектов с использованием механизмов государственно-частного партнерства, формирование системы мер, направленных на обеспечение безопасности

жизни и здоровья туристов, а также сохранности их имущества; повышение имиджа страны за счет межрегиональных и межгосударственных ярмарок и выставок.

Ситуация, связанная с COVID-19, требует нового подхода со стороны туристического бизнеса, усиления мер санитарно-эпидемиологической безопасности.

Ключевые слова: туризм, туристическая продукция, гостиница, услуги, предприятие гостиничного типа.

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