OPPORTUNITIES TO USE THE TOURISM POTENTIAL OF TOVUZ REGION OF THE REPUBLIC OF AZERBAIJAN

Purpose. In modern times, every country acts as a provider of sustainable socio-economic development of its regions, effectively using the potential of natural resources. Among these resources, tourism resources attract more attention. Thus, the potential of tourism resources is higher and plays a direct role in the development of the regions.

Tourism provides a basis for high income and quick return on investment. In a broader sense, tourism is a means affecting the formation of the state budget, the improvement of villages and cities, the preservation of historical and architectural monuments, and the development of small and medium enterprises. The purpose of the article is to study the existing tourism potential in
Tovuz region and to identify opportunities for effective use of this potential. In addition, it is to analyse the tourism facilities operating in Tovuz region and make recommendations for the organisation of new tourist routes.

Methods. Comparative approach, historical-territorial, typological, field research, systematic analysis, and cartographic (GIS) method have been used during the study.

Results. The article studies both natural and anthropogenic tourism resources of Tovuz region, analyses hotel industry, and provides tourist routes and their advantages. The article also identifies opportunities to use the tourism potential of Tovuz region, and finally gives the results and proposals developed on a scientific basis.

Scientific novelty. The state programs adopted in connection with the development of the tourism sector in Azerbaijan have been analysed, the natural-climatic conditions in terms of tourism organisation in Tovuz region have been studied, as well as the advantages and disadvantages of accommodation enterprises operating in the region have been revealed.

For the first time, both natural and anthropogenic monuments of Tovuz region have been analysed in a complex way, and a map reflecting “Tourism objects and tourist routes of Tovuz region” have been provided. The organisation of the following tourist routes in Tovuz region have been proposed: Tovuz-Govlar-Abdal-Aghdara-Aghbashlar; Tovuz-Dondar Gushchu-Vahidli; Tovuz-Yukhari Oysuzlu-Alibeyli; and Tovuz-Gushchu-Azafli-Bayramli-Asrik Jirdakhan.

The practical significance. The obtained results can be used in the Tourism Agency of the Republic of Azerbaijan, the tourism information centre operating in the region, as well as in the implementation of tourism-oriented activities.

Keywords: Tovuz region, tourism, touristic route, archaeological monument, mosque, church.

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