

The Main Activities of the Republic's Tourism Information Centers

UDC: 379.85

DOI: 10.15421/172264

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Abstract

The activity of recently established Tourism Information Centers in the implementation of new types of services for the development of the tourism field should be especially noted. Effective organization of tourism as one of the main infrastructures of the country's economy and expansion of activities in this field directly depends on its library and information provision. In modern times, in order to ensure the transition to the information society in our Republic, the improvement of tourism library information provision and the provision of new knowledge and skills in this field, the creation of national information resources in tourism library networks, in general, this direction has become one of the priority directions in tourism library information provision. Since the problem of high-level formation of library-information service in tourism is an actual issue for today's Azerbaijani society, this problem is still being investigated by specialists in the field we specifically mentioned.

In the implementation of new types of services for the development of the tourism field, the activity of the recently established Tourism Information Centers should be especially noted. Destination Management Organizations operating under the Azerbaijan Tourism Bureau operate in the direction of revealing the tourism opportunities of the regions they cover. In 2019, the State Tourism Agency of the Republic of Azerbaijan and the Azerbaijan Tourism Bureau decided to establish new institutions for the development, promotion and management of tourism in the regions of Azerbaijan. These institutions are called Destination Management Organizations. The purpose of the Destination Management Organization is to lead the sustainable development of tourism in the regions of Azerbaijan, to coordinate the activities of various interested parties, to conduct and manage tourism promotion. The Destination Management Organization represents the leading regional tourism regions of Azerbaijan, unites several regions and acts as a direct link between tourism organizations at the national level and communities at the public sector, private sector, regional and local levels.

Keywords: tourism, information service, information center, consulting service**Citation:** Ismayilov, N., & Gasimli, H. (2022). The Main Activities of the Republic's Tourism Information Centers. *Grani*, 25(6), 16-21. <https://doi.org/10.15421/172264>

Основні напрямки діяльності республіканських туристично-інформаційних центрів

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Анотація

Особливо слід відзначити діяльність нещодавно створених Туристично-інформаційних центрів у впровадженні нових видів послуг для розвитку сфери туризму. Від його бібліотечно-інформаційного забезпечення безпосередньо залежить ефективна організація туризму як однієї з основних інфраструктур економіки країни та розширення діяльності в цій сфері. У сучасний час, з метою забезпечення переходу нашої республіки до інформаційного суспільства, покращення туристичного бібліотечно-інформаційного забезпечення та надання нових знань і навичок у цій галузі, створення національних інформаційних ресурсів у мережах туристичних бібліотек, загалом, цей напрямок став одним із пріоритетних напрямків туристичного бібліотечно-інформаційного забезпечення. Оскільки проблема високого рівня формування бібліотечно-інформаційного сервісу в туризмі є актуальною для сучасного азербайджанського суспільства, ця проблема все ще досліджується фахівцями у згаданій нами галузі. У сфері впровадження нових видів послуг для розвитку сфери туризму слід особливо відзначити діяльність нещодавно створених Туристично-інформаційних центрів. Організації управління напрямками, які діють при Азербайджанському бюро туризму, працюють в напрямку розкриття туристичних можливостей регіонів, які вони охоплюють. У 2019 році Державне агентство з туризму Азербайджанської Республіки та Азербайджанське бюро туризму вирішили створити нові установи для розвитку, просування та управління туризмом у регіонах Азербайджану. Ці установи називаються організаціями управління призначеннями. Метою Організації управління напрямками є керівництво сталим розвитком туризму в регіонах Азербайджану, координація діяльності різних зацікавлених сторін, проведення та управління просуванням туризму. Організація управління напрямком представляє провідні регіональні туристичні регіони Азербайджану, об'єднує кілька регіонів і діє як прямий зв'язок між туристичними організаціями на національному рівні та громадами в державному секторі, приватному секторі, регіональному та місцевому рівнях.

Ключові слова: туризм, інформаційна служба, інформаційний центр, консультаційна служба**Цитування:** Ісмаїлов Н., Гасимли Г. Основні напрямки діяльності республіканських туристично-інформаційних центрів. *Науково-теоретичний альманах Грані*. 2022. Том 25. №6. С. 16-21. <https://doi.org/10.15421/172264>

Стаття надійшла / Article arrived: 16.11.2022

Схвалено до друку / Accepted: 29.12.2022

Introduction

Prepare and submit to the Agency proposals for the activities of Tourism Information Centers in the field of tourism, preferred (priority) directions; Establish interregional and international relations in the field of tourism with the consent of the Agency; To organize and participate in international and domestic exhibitions, fairs, festivals in relevant fields with the consent of the Agency; To carry out periodicals with the consent of the Agency; To ensure that quality tourism products are presented in the tourism market in accordance with international standards; To defend the interests of tourism organizations, as well as entrepreneurs operating in the field of tourism, family farms and other institutions established in accordance with the legislation; To receive information about the activity of the center from administrations, enterprises and organizations, including exchanging information with similar organizations of foreign countries, etc. is attributed. The activity of the Destination Management Organization is organized according to three main bases: Tourism marketing and communications: tourism-oriented marketing activities, promotion, advertising and PR activities in digital and print media; participate in festivals and other events; Tourism business and product development: working with the public sector to facilitate and assist the private sector and communities to invest in quality products and services to develop tourism resources; Development of human resources and standards in tourism: to promote tourism, support capacity building of communities, business and public sector in tourism and promote continuous improvement in quality standards in the tourism industry.

The Research of the Purpose

The main goal of the article is to mention the main goals and tasks related to the activities of the Tourism Information Centers, to highlight the activities of the information centers operating in the republic.

The Research of the Methodology

Analysis and synthesis, as well as induction and deduction methods were used during the preparation of the article. Thus, the topic as an analysis method has been fully analyzed. Later, the information was systematized through the synthesis method. Through the induction method, the activity of tourism activity information centers was investigated. Then, through the deduction method, based on those netted facts, theoretical results, general conclusions, in other words, necessary recommendations for practical activity were determined. These studies develop analytical research and evaluation methods.

Analysis of Previous Studies and Publications

For the first time, this topic has been analyzed as a scientific research work. The article systematically analyzed the activity of the Tourism Information Centers of Azerbaijan and used scientific reports of the centers.

Main Results of the Research

The first Tourism Information Center, created on the basis of a joint project of the Government of Azerbaijan and the United Nations, and later included in the structure of the Ministry of Culture and Tourism (now the Ministry of Culture), has been operating in Khachmaz district since 2005 for the purpose of informing tourists and local citizens who come to our country. According to the information provided by the Ministry, today 15 Tourism Information Centers are operating across the country, which, in addition to the Nakhchivan Autonomous Republic and the capital Baku, Khachmaz, Guba, Shamakhi, Zagatala, Ganja, Sheki and Lankaran, Barda, Gabala, Ismayilli, Mingachevir, It is located in the cities of Shamkir. It should also be noted that information centers in the field of tourism operate in our country, and their main development directions directly serve the development of the country's tourism potential. These include:

- Baku Tourism Information Center
- Guba Tourism Information Center
- Khachmaz Tourism Information Center
- Shamakhi Tourism Information Center
- Ismaili Tourism Information Center
- Gabala Tourism Information Center
- Zagatala Tourism Information Center
- Ganja Tourism Information Center
- Barda Tourism Information Center
- Lankaran Tourism Information Center
- Sheki Tourism Information Center

Baku Tourism Information Center

From April 16-18, 2022, work has been done on the organization of "combo" and "discount" tours dedicated to the "International Day of Monuments and Historical Places". 50% discount on 3 tours (Gobustan, Ateshgah, Yanardag) within the "Combo" tour. To promote these tours, posters were made to share on social networks and a total of 10 people were served on the mentioned date. In order to attract skilled and talented young people to the "Street Artist" project, awareness and information work was carried out with informal street artists in the city, leaders of culture and art centers, theaters and young actors. On May 20, 2022, within the framework of the "Street Artist" project, 4 Turkish street artists who came to Baku for a two-week performance were created and special trainings were conducted. Information support was provided to hotel and tourism companies in June 2022. They are provided with English and Russian language tourism literature and maps about Azerbaijan and Baku. On September 20, 2022, filming was organized for the TV show on a double-decker bus (BAKU CITY TOUR) for Public TV CJSC. From September 27, 2022, monitors placed in 12 hotels were inspected and adjusted. Newly filmed videos by ATB are placed on the monitors and hotels are provided with advertising printed products. According to the decision of the Cabinet of Ministers of the Republic of Azerbaijan No. 287 dated August 8,

2020, on the approval of the "Rules for organizing the activities of hotels in the Republic of Azerbaijan during the Corona virus (COVID-19) pandemic", monitoring is organized for the purpose of monitoring compliance with the requirements of these rules (Report of the Baku, 2022).

Barda Tourism Information Center

Barda Tourism Information Center promotes and implements the tourism policy determined by the State Tourism Agency in the region. During the period, it carries out services related to the promotion of the tourism potential of the region, as well as the delivery of information to guests visiting the region. The tourism information center has prepared relevant advertising and print materials for the purpose of developing rural tourism, cultural tourism, and other types of tourism in the regions, promoting local tourism routes, and meetings are held with employees of tourism facilities. The center makes proposals for the creation of tourism products, support of tourism types and improvement of the region's infrastructure in the regions where it operates, as well as prepares and distributes visual resources on information about tourism opportunities in other regions of the country. Information about local and foreign tourists visiting the region (from which country they come, route direction and activity interests) is collected and recorded (Report of the Barda, 2022).

Shamakhi Tourism Information Center

The expansion of construction works in Shamakhi region in recent years has a positive effect on the development of the tourism sector of the region. The appearance of Shamakhi has become more modern after asphalt was laid on inner city streets and roads, a new lighting system was installed, sidewalks were beautified, and other construction works were carried out. The reconstruction of the 25-kilometer Shamakhi-Pirgulu road, the construction of a 158-meter bridge over the Pirsaat river, and other reconstruction measures not only improved the beauty of the ancient city, but also created a foundation for people's comfort. During the implementation of construction measures, the preservation of the antiquity of Shamakhi and the national architectural style is given serious consideration. That is why the interest of tourists in modern and ancient Shamakhi is increasing (Report of the Shamakhi, 2022).

Ismayilli Tourism Information Center

Ismayilli is located in a very favorable area for the development of tourism. The development of folk crafts and construction works in the national style in the settlements of Lahic and Basgal from ancient times create a vivid image of the architectural traditions of our people. These monuments, which have high aesthetic values and arouse deep respect for our national-spiritual heritage and historical past, are characterized by richness of form and aesthetic impact.

The nature and animal world of the region is very rich. Most of its territory is located in the mountainous

zone. Girdiman, Ax-ox and Goychay rivers flow through the area. There are charming waterfalls near the villages of Galacik, Chaygovushan, Brovdal, and Mudrusa, natural lakes in the mountainous area, and large-scale water reservoirs near the villages of Kurdmashi and Ashiqbayram. In the area called "Bedo" in the village of Tirjan, near the villages of Diyalli, Namazgah, Istisu, there are many waters of therapeutic importance.

For your information, we inform you that the interest in rural tourism in Ismayilli has increased significantly in recent years. As the region is located in a mountainous region, this type of tourism is more promising. This type of tourism is widely used in the villages at the foot of the mountain. The advantages of this type of recreation are obvious. First, the rural landscape is very exotic for those who live in the city. Fresh air, wild nature landscapes contribute significantly to good rest, and create opportunities for urban people to strengthen their health. Secondly, close acquaintance with the cultural traditions of the region gives them a unique chance to gain deep knowledge about the customs and traditions of the people. The countryside also provides opportunities for active recreation. It is necessary to add to all these positive points that recreation in rural areas is cheap. This type of recreation is financially beneficial for both parties - the family of the host and the tourists - from a financial point of view: this type of service means a profit for the villagers thanks to the vacationers, and for the tourists a vacation place that is much cheaper than in the usual resorts and health centers (Report of the Ismaili, 2022).

Gabala Tourism Information Center

The Gabala Tourism Information Center, which is part of the structure of the Azerbaijan State Tourism Agency, has been operating since 13.07.2015. The Center is working not only on the Gabala region where it is located, but also on the region within its sphere of activity. The main goal of the center is to develop domestic tourism in the region, to attract local and foreign tourists to the region, and to convey all the information about the tourism potential of this region of our country to every part of the world through information technologies. Also, an action plan has been prepared in order to increase the effectiveness of the work of the Center. Gabala Tourism Information Center expands its experience by participating in international tourism exhibitions organized in our country as well as exhibitions held abroad.

The Gabala Tourism Information Center carries out relevant activities for the purpose of informing local and foreign tourists. Thus, the Information Center for the provision of services related to tourists operates all days of the week, the Center prepares advertising and print products in various languages, provides information to tourists via the Internet, telephone and directly in the office by employees, as well as constantly improving the foreign language skills of employees. actions are taken. In addition, it provides accommodation for tourists in appropriate hotels, transport service and local guides, and

organizes excursions (Report of Gabala, 2022).

Guba Tourism Information Center

Guba Tourism Information Center has been operating since 15.05.2008. The main task of the center is to explore opportunities for information about tourism products in the Guba region, to ensure their development and to organize their promotion among tourists. Since February 2019, the structure of the center has been changed and it has been managed in the form of a Destination Management Organization. The main function of the Guba Destination Management Organization is the development, promotion, and management of tourism in the Guba and Gusar regions under the State Tourism Agency of the Republic of Azerbaijan and the Azerbaijan Tourism Bureau, as well as the establishment of relations between the public sector, the private sector and the community at the local level, and the development of human resources and standards. consists of preparation. Based on this, we can say that the Guba Destination Management Organization has 3 main functions: human resources and its standards, tourism marketing and communications, tourism product promotion.

Since the day Guba Destination Management Organization started its activities, it has carried out many measures and evaluations in Guba and Gusar regions on the mentioned 3 functions. Guba and Gusar regions are rich in tourism potential. Since the day we started our activity, new tourism products have been researched and a single tourism products database of the center has been created. We have contributed to the events in order to bring a tourism approach to the local events and attract more visitors and have participated as an organizer in many events. Many activities have been carried out in the direction of Tourism Marketing and Communications, which is another function of ours. So, we can show local media tourism coverage, familiarization trips and implementation of various types of printed and electronic promotional products. The work we have done in the direction of the development of human resources and its standards in tourism has been in the direction of shaping the guest experience in tourism. Guba Destination Management Organization held meetings with many local entrepreneurs in support of tourism development.

From the day of the establishment of the Guba Destination Management Organization, a database of tangible and intangible tourism products, a database of hotels, restaurants and rural guest houses was created and is constantly updated (Report of Guba, 2022).

Khachmaz Tourism Information Center

Khachmaz Tourism Information Center has been operating since December 2006. Khachmaz city, H.Z. It is located at Taghiyev 13. Khachmaz Tourism Information Center includes Khachmaz, Shabran and Siyazan regions.

Activity Directions

- Drawing up a map of the region in Azerbaijani, Russian, and English languages in order to better introduce Khachmaz region to local and foreign tourists.

- Listing of local and world important historical monuments, sightseeing places and organizing tours in different directions.

- Making proposals and implementing measures for the development of beach tourism

- Monitoring of hotels related to Covid 19

Brochures reflecting the tourism potential of Khachmaz region were prepared and distributed to visiting tourists and hotels; The "Tourism and Travels" exhibition dedicated to the anniversary of the national leader Heydar Aliyev was organized by the Khachmaz Tourism Information Center, and the participation of representatives of business entities, governmental and non-governmental organizations operating in the region was ensured at the exhibition. About 30 leaders of reputable tourism companies participated in the exhibition; Together with the representatives of the Azerbaijan Hotel Association, within the framework of the procedure of awarding stars to hotels, the hotels located in Nabran settlement and which applied for awarding stars were inspected; With the support of the Khachmaz Tourism Information Center and the joint organization of the Youth and Sports Departments of the Khachmaz and Gusar regions, a "Summer camp" was organized for children, teenagers and young people in the recreation center located in the village of North, Khachmaz region; In Khachmaz region, Istisu settlement, Seyidli village administrative territorial circle, Nabran village administrative territorial circle, 2 times in each of them, trainings called "Educational activities in the field of developing ecotourism in villages" were held at different times. Brochures and guidebooks containing the tourism potential of our region and our republic were distributed to the training participants. A community group consisting of 5 people was created from among the active residents of the village. At the round table held on 28.04.2022, information was provided about the results of the work done (Report of the Khachmaz, 2022).

Zagatala Tourism Information Center

Zagatala Tourism Information Center has been operating since 2009. It is located at Heydar Aliyev Avenue 2, Zagatala city.

Activity Directions:

- The tourism potential of the North-West region continues to be studied and investigated.

- In order to attract tourists to the region and develop tourism opportunities, a tourist route was created in 4 directions - "Car-Honzogor-Gabizdara", "Lake Khalakhel", "Yukhari Chardağal-Ganslar waterfall" and "Meshlesh-Taza lake".

- During 2021-2022, rural guesthouses located in the region, especially in mountain villages, were investigated and added to the single database.

- In order to register guest houses and measure the level of service, a survey was conducted among the guests in the village guest houses located in the villages of Car, Gabizdara, Meshlesh, Kebeleba.

- For the purpose of researching the existing tourism potential, info-tours were organized with the employees of the Zagatala Tourism Information Center to many areas located in the Zagatala territory - New Lake, Honzogor Height, Holoda religious sanctuary.

- Monitoring of hotels related to Covid 19 has been continued since 2020.

Implemented projects:

- In order to develop cultural tourism and create a reliable source about this art, the Zagatala Tourism Information Center researched the kalaghayis in Zagatala and Balakan regions in connection with the scientific-research work on "History of kalaghayi art in Azerbaijan" and submitted the information and pictures to the "Cultural Heritage and Scientific Researches" department.

- Hotels and inns in the region were invited to the meeting on "increasing initiative in voluntary payment of payments to local budgets from persons providing sanatorium-resort, hotel and tourism services".

- Projects related to the development of tourism in Zagatala were submitted by the Zagatala Tourism Information Center to the grant project of the State Tourism Agency.

- "Lechak Farm" and "Zagatala River" plantations and production area were inspected.

- In April 2022, hotels and inns in the region were invited to a meeting on "increasing initiative in voluntary payment of payments to local budgets from persons providing sanatorium-resort, hotel and tourism services".

- A meeting was held with the owners of rural guesthouses in connection with the project "Support to agrotourism and rural guesthouses" of the State Employment Agency, they were informed about this project and the owners of rural guesthouses were directed to the Employment Department by the Zagatala Tourism Information Center.

- In May 2022, rural guest houses located in Car, Kebeleba, Yukhari Tala villages of Zagatala were inspected, pictures and information were collected and stored in the database.

- In order to increase tourism interests among young people, high school students were invited to the Tourism Information Center and discussions were held with them about tourism potential.

- In June 2022, active young people were informed to participate in the session of the #EU4Culture project funded by the European Union (EU) on the topic "Call for mobility grants to support Art and Culture professionals, people with a passion for creativity".

- In August 2022, representatives of the Zagatala Tourism Information Center participated in the exhibition and sale of rural products called "Kend bogchasi" organized by Fao in Zagatala.

- In September 2022, Zagatala Tourism Information Center jointly with GEM conducted monitoring in hotels according to the updated monitoring form and new monthly schedule and submitted it to the State Tourism

Agency.

- According to the decision of the Cabinet of Ministers of the Republic of Azerbaijan No. 287 dated August 8, 2020 on approving the "Rules for the organization of the activities of hotels in the Republic of Azerbaijan during the coronavirus (COVID-19) pandemic", organizing monitoring for the purpose of monitoring compliance with the requirements of these rules (Report of Zagatala, 2022).

Sheki Tourism Information Center

Sheki Tourism Information Center was structurally reshaped by the regulations approved by the decision No. 06 of the State Tourism Agency of the Republic of Azerbaijan dated January 31, 2019. Sheki Tourism Information Center in the territory of Sheki city, Balaken and Gakh districts (Sheki region), the Tourism Information Center carries out activities on tourism issues determined by the approved Regulation. The current management of Sheki Tourism Information Center is carried out by the director appointed by the chairman of the State Tourism Agency of the Republic of Azerbaijan.

Duties and rights of Sheki Tourism Information Center

The tasks of the Tourism Information Center are as follows:

1. Prepare visual aids for information about tourism opportunities, organize their publication and distribution;
2. To make a proposal on the creation of tourism products, support of tourism types and improvement of the infrastructure of the region;
3. To promote the tourism potential of the region, to organize info tours for tourism companies and press tours for mass media representatives;
4. To organize tourism routes for the purpose of attracting tourists and preparation of guides who will serve tourists on these routes;
5. To ensure the establishment and strengthening of relations with representatives of the tourism industry;
6. To contribute to the development of the national handicraft art of the region and to stimulate it, to establish relations with the artisans engaged in this type of art and to organize the sale of products that arouse the interest of tourists;
7. Take measures to create a statistical database of tourist flow in the region, analyze this data, organize marketing of the tourism market together with the public legal entity "Azerbaijan Tourism Bureau";
8. To regularly submit reports on their activities to the Agency;
9. To make proposals to the Agency about potential tourism areas in the relevant area.

The Tourism Information Center has the following powers:

1. Prepare proposals for preferred (priority) destinations in the field of tourism and submit them to the Agency;
2. Establish interregional and international relations

in the field of tourism in accordance with the Agency's instructions;

3. To organize and participate in international and domestic exhibitions, fairs, festivals in relevant fields with the consent of the Agency;

4. To carry out periodicals with the consent of the agency;

5. To organize the presentation of quality tourism products in the tourism market in accordance with international standards;

6. To use their powers to protect the interests of tourism organizations, as well as individual entrepreneurs operating in the field of tourism, family peasant farms and other institutions established in accordance with legislation;

7. Providing services in the field of tourism and information (Report of Sheki, 2022).

Lankaran Tourism Information Center

First of all, thank you for contacting us. Below we present the information and work done within the powers of the Lankaran Tourism Information Center regarding your request. Special importance is attached to the development of tourism in the modern Republic of Azerbaijan. Thus, in order to turn Azerbaijan into an attractive and successful tourist destination, a plan for the development of the state's tourism industry has been prepared. Extensive work is being done on new tourism destinations. Continuous work is being done in this direction in the Southern region, which is an important tourism region of Azerbaijan. New Destination Management Organizations were established by the State Tourism Agency and the Azerbaijan Tourism Bureau in order to promote and promote the tourism potential of Azerbaijan's regions. On September 22, 2020, the Lankaran Destination Management Organization was presented to the public with the participation of the State Tourism Agency and the management of the Azerbaijan Tourism Bureau. Lankaran Tourism Information Center operates as a new management model in order to more effectively use the tourism potential of the region, promote regional tourism, and thereby achieve long-term sustainable economic development. Also, the Destination Management Organization serves to establish relations between the state, the private sector and the population at the local level, and to develop human resources and prepare standards. The scope of activity of Lankaran

Tourism Information Center includes Astara, Lerik, Masalli districts along with Lankaran, which is specially selected for its tourism potential in the Southern region. Despite the fact that a short period of time has passed since its creation and in spite of certain bans and closures related to the quarantine regime in Azerbaijan, as in the whole world due to Covid-19, the Lankaran Tourism Information Center has done important work in the development of the tourism industry of the region with the support of the State Tourism Agency and the Azerbaijan Tourism Bureau. In order to promote and promote the tourism potential of the region, elegantly prepared tourist maps, booklets, brochures reflecting the tourism potential of the Southern region were prepared and given to hotels and hotel-type facilities located in the region and other relevant organizations for presentation to tourists. Ecotourism routes for tourists have been developed together with Hirkan National Park, which is located in the Southern region and has favorable opportunities for ecological tourism, for the purpose of researching ecological tourism types and organizing various tourism services in national parks, promoting and developing health and extreme tourism types (Report of the Lankaran, 2022).

Common Conclusion

During the analysis of the main activities of the Tourism Information Centers operating in the Republic, it became clear that they directly fulfill the mission of developing the tourism potential of the regions and implementing the information service in this field. The research conducted in the directly mentioned Tourism Information Centers is of great importance in the creation of the article. The work done by the Tourism Information Centers for different years was prepared on the basis of the reports obtained by them officially. In general, let's note that:

- To increase the awareness of local and foreign tourists visiting the tourism region about the destination and tourism products;
- To ensure the implementation of the tourism policy determined by the Tourism Information Centers;
- Taking necessary measures for increasing the tourism potential of the tourism region and for the proper use of tourism resources;
- Collecting information about tourists visiting our regions.

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