

THE REPUBLIC OF AZERBAIJAN

In the right to manuscript

ABSTRACT

of the submitted dissertation for the degree of Doctor of Philosophy

**IMPROVING THE QUALITY OF LIFE OF THE
POPULATION BASED
ON THE EFFECTIVE INCENTIVE OF RURAL TOURISM**

Specialty: **5308.01 “General economy”**

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Applicant: **Samedova Aygun Qorxmaz**

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The Dissertation was carried out in the Department of Economics and Taxtion at the Azerbaijan University of Cooperation.

Scientific supervisor: Doctor of Economics
Vilayat İbrahim İsmayılov

Official opponents: Doctor of Economics, Professor
Elshad Yagub Mammadov

Candidate on Economics, Ass. Prof
Anar Ali Azizov

Ph.D. in Economics, Ass. Prof.
Lala Musallim Valiyeva

ED 2.42 Joint Dissertation Council of Azerbaijan State Agricultural University and Azerbaijan Cooperation University operating under Azerbaijan State Agricultural University of the Supreme Attestation Commission under the President of the Republic of Azerbaijan.

Chairman of the dissertation
council:



Member of ANAS. D.Es. Prof
Ziyad Aliabbas Samadzade

Scientific Secretary of the
dissertation council:



Ph.D. in Economics, Ass. Prof.
Parvin Elman Mukhtarova

Chairman of the scientific
seminar:



Doctor of Economics, Professor
Maharram Calal Huseynov

GENERAL CHARACTERISTIC OF WORK

Relevance and development of the topic. Currently, resource extraction and resource-oriented areas are related to the characteristics of the Azerbaijani economy, these have a significant impact on the degradation of the surrounding natural environment by ensuring economic growth and are contrary to the Concept of Sustainable Development. Such trends in deteriorating ecological conditions in the country lead to high-level ecological risks. The community needs to make good use of limited resources to meet its growing demand, that allows the transition to the sustainable development line. These notes separating the government from the traditional social-economic growth concept and prioritise shaping a stable model of social-ecological-economic development. To solve the mentioned problems, the main attention should be paid to the economical regions, as well as their villages.

The World Bank record says, many of the low-income countries (about 20 countries) that effectively use natural resources that play an important role in improving the living standards of the population have been in the category of middle-income countries over the past two decades. The category changes in these countries have been achieved by investment in natural resources that provide human capital growth in infrastructure, education and health. At the same time, The value of natural resources has nearly doubled during the observed period, which is explained by a number of factors, including the price of raw materials, economically approved reserves, etc.

Global changes in the world, which are linked to political, economic, and ecological processes, as well as the pace of scientific and technological advances, require a new approach to the social and economic development of the country's economic regions. In recent times, the inclination of countries to sustainable development has also been conditioned by the importance of maintaining the environment for future generations.

It is important storing reserves with different approaches to sustainable development to the next generation, the recycling of existing resources, the change in the development trajectory of society

that reflects global changes in the environment. In recent years, a "Plan of Additional Measures for 2010-2014 on Improving the Ecological Condition in the Republic of Azerbaijan" has been implemented to create a legal base for environmental protection and the efficient use of natural resources to promote sustainable development in Azerbaijan. The Ministry of Ecology and Natural Resources of the Republic of Azerbaijan has developed a plan for "the main directions of ecological policy in the Republic of Azerbaijan for 2019-2022."

In recent years, the development of Azerbaijan's rural areas has been characterized by instability and has deepened in market relations because of a number of social and economic problems such as destruction and ineffective infrastructure in damaged areas. The instability of the country's agricultural industrial complex is a crisis in rural areas result in declining living standards for rural people, deepening urbanization, reducing the prestige of agricultural work and workforce flow. Thus, the main objective of the government's agricultural policy and the development of agriculture is to develop a stable and productive development model for rural areas. At that time, the transition to sustainable development should be carried out in view of the fundamental characteristics of the country's economic districts. Because the majority of economic regions of the Republic of Azerbaijan are characterized by agriculture, the long-term perspective in rural areas is relevant to determining and prioritizing tourism directions and the development strategy of the tourism sphere.

However, despite the growth of rural tourism in European countries, this type of tourism phenomenon is also relatively new for Azerbaijan. The active formation of tourism-recreation zones in Azerbaijan is linked to an increase in the number of tourists and reflects the importance of maintaining and providing services for historical, religious, ecological, recreation, health, and other types of tourism. Rural tourism not only enhances the country's competitiveness but also promotes economic growth in rural areas by improving the quality of life of the population.

The importance of sustainable rural development requires a thorough study of the ethical and methodological aspects of rural tourism and requires the study of the dissertation. Numerous works

by prominent economists have been devoted to the problems of improving sustainable development in the Republic. The conceptual basis for the tourism sphere in improving the quality of life of the population is Abbasova G. F., Bilalov B.A., Cabbarov A. X., Ismailov V. I., Saskatchewan A. T., Aliyeva N. R., Quliyev E.A., Swordov B. V., Mohammadov E. Q. and studied in the works of other local scholars.

Fundamental approaches to the development of the tourism sphere include Anikin A. V., Balabanova A. A., Vijina I.Q., Dugina Y.A., Krivulya O. O., Selivanova S. S., Charles V., and so on. in their writings.

However, individual aspects of the problem of sustainable rural development in improving the living standards of the population require little research and additional scientific basis.

The objective and subject of the study. The study is organized by villagers and entrepreneurs in economic districts of Republic of Azerbaijan. The objective, on the other hand, is to shape rural tourism, which is the basis for sustainable rural development and the discovery of organizational, economic, and social-ecological relationships in the development process.

The purpose and responsibilities of the study. It is to base the theoretical and methodological aspects of sustainable rural development based on rural tourism. Achieving the objectives set out in the following positions has been defined as:

- distinctly clarifying rural tourism from the content of existing definitions;
- protection of a new type of tourism survey among those who want to serve tourists on the development of rural tourism;
- establishing a regression model for predicting the relationship between tourism revenues and the number of tourists;
- systematically identifying economic regions at a reasonable level to evaluate the efficiency of the use of rural tourism potential based on the use of a new methodological approach to evaluating rural areas for tourism attractiveness;

- using a monitoring model of different spheres (socio-ecological-economic) in the competitive rural tourism region with relatively advanced rural areas.

Methods of research. A number of methods have been used in accordance with the objective of the study. It is been used a comparative analysis method in Chapter One where it explores the living standards of the population and the region's sustainable development, ensuring that competitiveness improves the living standards of the population and determining the role of rural tourism in the development of the region. A matrix method has been used to evaluate tourism's investment attractiveness and resource potential in Azerbaijan and a theoretical model in analyzing the competitiveness of tourism markets and and the ranking of indicators of competitiveness based on the method proposed by the author. A linear regression equation was used to determine the link between revenues and the number of tourists sent to tourism institutions operating under travel agencies. Taxonomic method used to evaluate the area's tourism attractiveness and the evaluation algorithm and methodology of rural tourism development have been used to improve the living standards of the population.

Key points of dissertation (proposal). The following are the key points during the dissertation:

1. Systematic approaches to identifying the concept of "sustainable development, Developing the region's stable development from the interconnected mechanism of the categories "region competitiveness" and "sustainable development of territories", to solve the problem of its high competitiveness and improving living standards and justify on the way they're viewed in common sense.

2. Identifying the favorable aspects of rural tourism in shaping the tourist flow, and scientifically based on the social-ecological and economic advantages of rural tourism for rural people and tourists.

3. Based on the natural and cultural potential of tourism in rural areas, tourist accommodation, nutrition, and so on. by designing a package of services proving that there is no uniform approach to evaluating the tourism potential of any region within the framework of particular concept and its implementation mechanism.

4. Using a targeted matrix to determine the relationship between the region's investment attractiveness and population standards indicators based on expanding rural tourism, the importance of their organizational elements in a methodology that identifies a complex indicator of the country's competitiveness, The implementation of an innovative approach to the development of rural areas is proof of the impact of rural tourism development on the sustainable development of regions under ecological restrictions by creating additional revenue in rural areas.

5. To promote rural tourism In the villages of Cuba-Hachmaz, Sheki-Zakatala, Ghanga-Kazakh regions, Gandja-Dashkesen, identifying their desire for additional income based on the results of a survey of individual owners who want to serve tourists and based on the activity of people who tend to engage in this type of tourism.

6. Developing a viable environment for the development of a village that is one of the strategies for sustainable development based on an aggressive model of dependence on the number of tourist and the development of social infrastructure by attracting investment to rural areas, the creation of new jobs, the provision of employment for the population, and the stable income of residents.

7. Using a phased block-scheme to evaluate the potential of rural tourism in regions and a taxonomic method to evaluate the attractiveness of tourism in the region, it is systematically defined as high, medium and low for attractiveness to rural tourism systematically defined at a low level and their attractiveness level corresponds to $R_i \leq 0,024$; $0,024 \leq R_i \leq 0,044$ and $0,044 \leq$ The potential for rural tourism in the system is based on the fact that large tourism complexes will be created in these areas in the future.

8. Establishing the average cost of daily expenses by holding an expenses meter based on a survey of residents involved in rural tourism in the Cuba-Hachmaz economic district, Based on the development model of rural tourism in the Cuba-Hachmaz economic district as part of the proposed comprehensive indicators system for the development of rural areas.

The scientific innovations of the dissertation include the following elements:

- Conperasive with the content of existing definitions, it has been clarified that "rural tourism" is an active form of tourist-informative activity, on the one hand, ensuring that tourists need quality service, and on the other hand, improving rural activity based on the active development of rural tourism by making good use of existing resources, to increase their income and improve living standards, to preserve the village's ecological system, and to achieve social and economic benefits, and ultimately to promote the country's economy;

- Among the villagers (who want to serve tourists) a survey was conducted on the development of rural tourism, survey materials determined the desire of villagers to make additional profits, and found the activity of rural farmers and local people who came to work in other countries;

- A regression model has been established to predict the relationship between tourism institutions' revenues and the number of tourists, and the statistical significance of the model has been evaluated according to the criterion t-Student and Fisher-Snedekor;

- Using a taxonomic method, a new methodology has been proposed to evaluate rural areas for attractiveness to rural tourism, an algorithm has been used to evaluate the efficiency of the use of rural tourism potential, taking into account factors affecting rural tourism development and convenient circuits for the development of rural tourism have been systematically defined at three levels (high, medium and low);

- A monitoring model of the social, ecological, and economic spheres of the economic district (Cuba-Hachmaz) has been proposed to create a competitive rural tourism region with developed rural areas.

Theoretical and practical significance of the study. In the study, the methodology for evaluating the manufacturing and service potential of tourism spheres can be used not only for tourism facilities but also for other fields.

The results of the dissertation can be used to increase the production potential of Azerbaijan's tourism industry, especially in rural areas, and to evaluate the efficiency of the use of rural tourism potential. The results can also be used to predict the future

development of this area and to implement complex social-economic development programs in the work of regional executive bodies.

Aprobation and Implementation. The main results of the study were published in 11 articles in local and foreign journals. Three have been published abroad, one is RINC, one is EBSCO, Google Scholar, Econ LIT, and one is published on the Web of Science. 4 International Conference, including 1 foreign and 2 thesis materials.

The name of the organization where the dissertation was carried out. Azerbaijan University of Cooperation.

The total volume of the dissertation with signs, indicating the volume of the structural units of the dissertation separately/ From the introduction of the certificate (14914 signs), chapters three (Chapter I-79435); Chapter II-88326 signs and Chapter III-57568 signs, results and suggestions (4604), and the list of publications used (17196) are 262043. The number of certificates is 244020, except for charts, photographs, used literature lists, and supplements.

MAIN CONTENT OF THE DISSERTATION

The introduction to the dissertation outlines the current and processing level of the subject, the objectives and functions of the study, the object and the predecessor, the methods of research, the key periods of protection, scientific innovation, theoretical and practical significance, and etc.

The first chapter of the dissertation is entitled "**Theoretical Basis for the Living Standards of the People and the Organization for Rural Tourism.**" Here theoretical basis for the population's living standards and sustainable development of the region has been thoroughly studied, and the factors that directly and indirectly affect the living standards of the population have been complicated.

Conservative, evolutionary, and systematic approaches have been systematically developed by the researcher to clarify the full context of the concept of sustainable development in the workplace. In an effort to explore sustainable development in rural areas, the dissertation focuses on a more detailed review of that understanding. The sustainable development of rural areas is understood not only to improve the social and economic well-being of

the local people but also to balanced comprehensive measures aimed at sustainable nature conservation for the next generation. The study shows that the transition process to sustainable development of regions requires the importance of exploring the resource potential of rural areas, which in turn predicts reasoning on the sustainable development of regions and allows proposals based on priorities in the development of the village. Implementation of these directions plays an important role not only in the ecological environment of rural areas but also in the region's social-economic development. It is one of the most important requirements for determining its role in sustainable development by evaluating the competitiveness of rural areas to address these issues.

I.Beggin's comments on the region's competitiveness point out that the region's competitiveness depends on key attributes that determine its attractiveness, including location, strengths of economic agents, and etc. At the same time, the fact that many researchers emphasize the ability to meet demand in the context of resource availability, as a characteristic sign, shows that the volume of resource potential is now being reduced as a result of increased overall demand levels and the ineffective use of resources not only leads to a reduction in the area's competitiveness levels, but also its depletion, which is contrary to overall sustainable development. V.V.Kovalyev's research has shown that the country's role in economic space is to ensure a high standard of living for the population and to use the potential in the region.

The study notes that when sustainable rural development is shaped, special attention should be paid to the recycling and storage of its resource potential, including natural resources that lead to environmental disruption. Therefore, when high social-economic development aimed at improving the quality of life of the population is achieved, the proper allocation of the resource potential of rural areas is considered an important condition for maintaining ecological safety. Based on these findings, the author laid out the economic principles of sustainable development in the region's social, economic, and ecological environment.

Structural incompatibility in the development of rural areas requires the use of new priorities in regional politics to preserve and develop the village. One way to get rural areas out of a stable state is to choose a sustainable development line, and the ecological environment of rural areas plays an important role in this direction, not only in the region's social and economic development.

This chapter notes that reforms aimed at improving the labour market in Azerbaijan enable our country to increase its rating in that area and ultimately improve the quality of life of its people. Azerbaijan, ranked 35th among 137 countries in the World Economic Forum's "2019 Global Competition Report," ranks 17th in the labor market, ahead of all other MDB countries, including Israel, France, Sweden, Belgium, Austria, Qatar, Japan, Spain, Italy, Finland, Latvia, China, Malaysia, etc.

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Based on the foregoing, the study focuses on the economic rationality of the use of resources in the region's social, economic, and ecological environment and economic principles such as stability of ecological indicators, optimization of territorial development, self-sufficiency, and the competitiveness of territories¹. Here the author notes that in our view, the living standards of the population depend directly on the country's competitiveness, which is the region's sustainable development and the existence of two categories of interaction, such as competitiveness, confirms hypothesis and requires determining the role of rural tourism in exploring the priorities of sustainable development in the regions.

¹ Ismailov, V.I. Development Directions of Agroturism in Azerbaijan / -March: Azerbaijani Ministry of Agriculture Institute of Economic Scientific Research, - 2017, -No2, -s.25-29

Figure 1 provides a picture of the development of rural tourism as a convenient way to shape the tourist flow in our country.

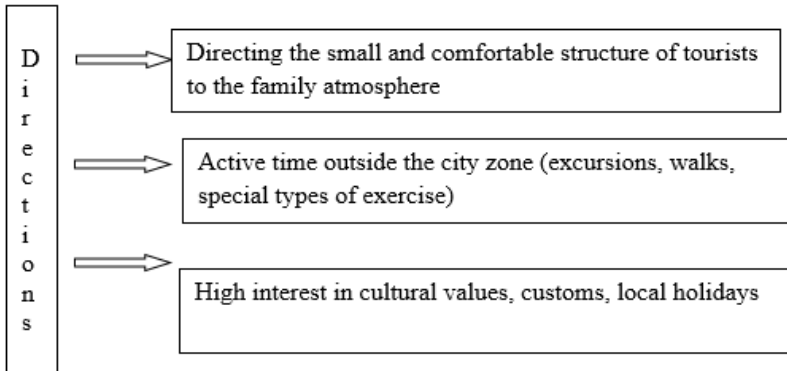


Figure1. Key ink directions of rural tourism shaping tourist flow

According to the development dynamics of the country's social infrastructure, the work shows that it lags behind in many indicators compared to the city, which determines that rural areas are unstable for life, resulting in the flow and migration of rural people. This situation, on the other hand, requires that new priorities be chosen in the country's regional politics in order to preserve and develop the village. In 2020, 90.0 million manat loans were issued to actively develop rural tourism in Azerbaijan. Implementation of planned projects in this area allows up to 4,500 new jobs to be opened. Based on the results of research work conducted in this field and its own personal reasoning, the researcher notes In the tourism sphere, rural tourism is an active activity, on the one hand, the need for quality service for tourists, and on the other hand, the promotion of rural occupation, the increase in their incomes, and the growth of living standards are ideal for both rural and tourists.

Thus, the analysis and resolution of the above-mentioned issues enhance the economic situation of the region, ultimately preserving the village's ecological system, and achieving social and economic benefits. At the same time, research provides a methodological basis for evaluating the social-ecological-economic potential of rural

tourism and the need for education on the status of rural tourism in Azerbaijan.

In the second chapter of the study, entitled "Education and Evaluation of the Status of Rural Tourism in Azerbaijan," the author emphasizes the importance of exploring the potential for tourism and recreation resources to evaluate the tourism potential of economic regions, noting that such research will enable the identification of promising areas in tourism and the development of regional competitive tourism products. The researcher believes that taking into account complex fronts in determining the region's tourism potential has enabled it to be thoroughly evaluated.

The increase in the volume of services provided in the tourism industry is leading to a further increase in the number of new jobs than any other destination. At the same time, increased demand for tourism services and the emergence of new jobs in this sphere have a minimum time range. However, the impact of the tourism industry on the country's economy is not yet significant. To that end, increasing real investment in tourism, improving hotel demand, local hotels and the placement of international tourists at relatively low prices, the elimination of specialized staffing shortages, and adjusting the tourism industry with government spending on the development of this area. Vinogradov considers tourism potential to be the ability of the economy, its fields, businesses, and organizations to shape tourism products and to meet the needs of the people of various countries². At the same time, the region's tourism potential is a complex system that combines its resources, manufacturing and economic potential. Thus, most authors who have studied in this field suggest identifying tourism potential based on the region's resource potential. These proposals can be agreed, as its realization shapes a tourism product in order to meet the needs of tourists. It should also be noted that the region's (territory)'s tourism potential is not only shaped by its resources, but the efficient use of resources that allow it to create a competitive tourism product is key.

² Vinogradov, A.V. Methodical foundations of management of the tourist potential of the region / For the degree of Candidate of Economic Sciences, abstract dis./ - Moscow, -2010. -22 p

Economic regions of the Republic makes income trough developing turism which brings many benefits for developing small businesses, providing cultural centers with transports, some forms of charitable giving, a brochure, etc. During this time, a package of tourism services is designed to accommodate, feed, and etc. Methods available in evaluating tourism potential should be directed to use a complex approach, taking into account a collection of subjective factors that affect tourism development. The region's tourism potential is conditioned by a high level of interaction in mixed areas, which also affects the development of tourism in the region, while determining the synergetic efficiency of the tourism sector for the region's economy. This, in turn, allows us to celebrate the important role of tourism as an area in shaping the competitiveness of the area (economic zone).

Identifying key factors that contribute to the promotion and development of tourism in rural areas is one of the key factors in the implementation of a methodological approach to evaluating the attractiveness of rural tourism in Azerbaijan. In our view, there is no uniform approach to evaluating tourism potential in rural areas in modern times, and many authors suggest individual methodological calculations that take into account the developmental characteristics of rural areas that doesn't allow it to be taken. Therefore, research is considered an important factor in the development of rural areas based on the expansion of rural tourism.

Analysis of the structure of the (Total Internal Product) shows that during 2010-2020, the highest growth in gross domestic product in economic activity was 3.06 times in trade, vehicle maintenance, and finance and 3.34 times in insurance, 3.59 times in non-transferable real estate operations, 3.35 times in government and protection, 3.35 times in social security, 2.62 times in the sectors of health and social services, and 2.08 times in the recycling industry.

Capital, labor and commodity markets in evaluating the country's competitiveness; investment attractiveness; the development of governmental regulation concepts of economic relations. Based on the development of the evaluation concepts we have noted, the country's competitiveness is illustrated in Figure 2.

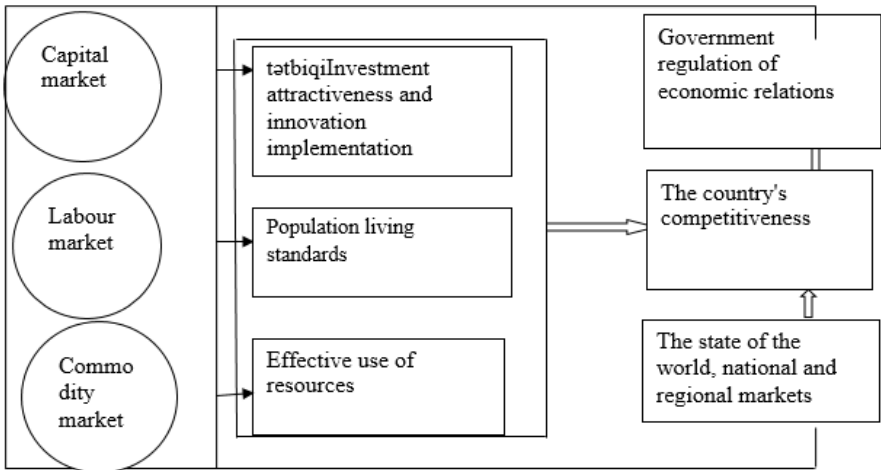


Figure 2. Shaping the country's competitiveness concepts organizations

The certificate concludes that by determining the quality of life that reflects a complex indicator of the country's competitiveness and the importance of the country's investment attractiveness, In improving the country's competitiveness, many researchers do not take into account the growing impact of valuation factors, including commodities and services, caution and finance, which must be analyzed by both regional demand and regional offer.

According to the author, there are factors that reflect the specifications of markets based on the country's competitiveness and that the algorithm of the existing methodology has been used at work to provide analysis. A new method has been proposed by the author using single and intelligent indicators of Azerbaijan's competitiveness to evaluate the competitiveness of the market proposed by various authors. A different aspect of the proposed methodology is that the selected indicators are ranked according to the degree of importance and that the country's competitiveness is determined by ranking based on these indicators. To that end, each of the indicators offered in the study has been disclosed for what purpose, and data has been collected for the period studied in the first phase to anticipate the computing algorithm

In the second phase, the single indicators of the country's competitiveness evaluation were ranked from 1 to n because of their importance, the quality of life was considered the first indicator, and subsequent indicators were ranked as a decrease in importance. Based on selected indicators in the third phase, the country's competitiveness evaluation was calculated as a single indicator and a tendency to change from last year's indicators. The fourth phase calculates the quantity of single indicators in comparison countries, and the countries that collect the highest number of them are identified. Analysis of the relevant indicators of the Republic of Azerbaijan concludes that our country has been practically affected by the world's financial crisis, but unemployment, living standards, wages, and so on. there is a serious need for governmental action and the use of the experience of the world's countries in this direction. To that end, it is proposed to use an innovative approach to rural development based on the expansion of rural tourism on our part to address the consequences of the world's crisis and to ensure the country's sustainable economic growth while strengthening the country's competitiveness. The implementation of this proposed tool will not only create additional revenue in rural areas in the development of rural areas but will also help the development of rural tourism in the face of ecological restrictions and the sustainable development of the country's regions.

Based on recent results in tourism development in Azerbaijan, this chapter notes that tourism may be considered one of the priorities in the development of the country's economy, including rural regions. This is conditioned by the acceleration of the continuous use of sanatoriums, mineral water, medical oil and mud produced in Baku, Apsheron, Ghana-Kazakh, and Nakhchivan economic regions, as well as by the development of a tourist-recreation complex in our country. Education of materials for travel agencies and tourists in Azerbaijan shows that in 2019 the country's Gross Domestic Product (GDP) structure accounted for 4.5% of the country's population, an increase of 0.8% compared with 2015. According to 2020 statistics, of the 2863.5,000 people who came to Azerbaijan for total tourism in 2019, 2095,000 were placed in special places organized by owners to accommodate tourists in rural areas, including rural tourism.

Compared with 2014 data, this figure increased by 32.6 percent in 2019. The number of tourists visiting relatives, friends, and other tourism and so on increased by 218,000 or 25.4 percent in 2019 compared with 2014.

Currently, the incentive for rural tourism in our country reflects low-level competitive activities because this area of activity encounters resistance to a number of problems, which are impossible to solve without interference from government agencies and structures. Here's talk of the lack of infrastructure in the village at the required level. As a result, the city's inhabitants are not ready to change their rhythm of life when they move to rural areas. The lack of adequate levels of the regulatory and legal base of rural tourism, the small amount of government investment in it, etc. leads to the provision of low-quality service to vacationers there, resulting in not only hygiene conditions but also breaches of safety requirements.

Currently, economic regions in Azerbaijan determine priorities in aspect of developing tourism, including those lands that were under unattended control by armenians for ar long time, in areas liberated from invasion by our powered distinguished army and the wise policy of the Supreme Commander.

There are many examples, such as the International Airport, which was built in Fizuli in a short time and recently given for use; the announcement of year 2022 as “Year of Shusha” in Azerbaijan by the President of the Republic of Azerbaijan on January 5, 2022; also can be noted that in the future, tourism, including rural tourism, will be launched in the economic regions of Karabakh and Eastern Zangezur.

In an effort to clarify the attitude toward rural tourism development, a survey of 250 people living in various villages in Cuba-Hachmaz, Sheki-Zagatala, Ghanja-Kazakh regions was conducted, according to its results: Villagers have a desire to make extra profits, but many of them are afraid to engage in a new type of tourism: The most farmers and local people who have worked in other countries are actively involved in rural tourism. They have more desire to engage in it than others.

But not only is it aspirational for this type of tourism to develop, but it also needs funds because many peasants do not have the

resources to grow their business. Analysis of tourism services in rural areas shows that it is important that the rural economy emerges into new markets operating in the non-agricultural, including tourism sphere. Such approaches to rural tourism in the regions would allow the population to solve problems such as new sources of income, improved employment, and cultural heritage, as well as to curb restrictions on the country's regions.

Thus, in order to promote sustainable development of rural areas in Azerbaijan, it is important to develop strategic directions for the sustainable development of the country's economic regions and to take into account the characteristics of those areas.

The third chapter, entitled "**Ways to Increase the Role of Rural Tourism in Improving The Living Standards of the Population,**" analyzes complex issues covering the development of rural tourism in our country, showing that sustainable development requires the country's leadership to address important social-economic issues in the region, in order to ensure ecological safety, which in turn requires innovative production, resource protection, and new ways of developing territories. The transition to a sustainable development trajectory requires not only the creation of innovative production but also the reduction of high-production and consumer waste by using advanced recycling technologies, which is characterized by Azerbaijan. Statistics show that in 2005, the share of stationary sources from total pollutants thrown into the atmosphere fell by 52.9% and automobile traffic by 47.1%, compared with 18.2% and 81.8% in 2020, respectively. Apparently, there was a 2.91 times decrease in the share of waste thrown from staging sources and a 1.72 times increase in the share of automobile traffic waste. Compared with the comparison, pollutants were thrown into the atmosphere by 22,000 tons or 2.1 percent. In 2020, the volume of pollutants thrown into the atmosphere from stationary sources for economic activities and ingredients. Agriculture, forestry, and fishing accounted for 0.2,000 tons, 110.5 thousand tons in the industry, 1.2,000 tons in construction, 0.6,000 tons in commerce, transportation, and 34.2,000 tons in storage and communications. This makes it clear that the most pollutants were discarded from industry and storage and communications, with a

special weight of 75.3% and 2.3% respectively in the total pollutants thrown into the atmosphere, and it has been determined that the special weight of the total pollutants thrown into the atmosphere from manufacturing facilities has the highest indicator in the composition of total waste.

The statistical dependence on the relationship between income and the number of tourists in Azerbaijan, which expresses the importance of developing the tourism sphere in rural areas, has been given by the author (1) in the form of a formula, taking into account the calculated cost of a_0 and a_1 actions:

$$y_{xi} = 16,926 + 2,4934x_i, \quad i = 1, \dots, 12. \quad (1)$$

When the free limit (a_0), the regression process (a_1) and the correlation process (r_{xy}) were evaluated statistically, Student's t-criterion (t-test) was calculated, and a convincing interval of all parameters (in our case a_0 and a_1) was found. The fact that the price of determination is $R^2=0.04$ can be explained by the fact that between 2009 and 2020, the income of tourism facilities in our country increased by 4% in those years and the remaining 96 % were not considered in the regression equation.

If the $t_{fakt} > t_{kr}$, the H_0 hypothesis is not acceptable, that is, a_0, a_1 and r_{xy} are not randomly zero and the value of x is shaped by a free factor. The H_0 hypothesis is accepted because the $t_{fakt} < t_{kr}$ condition is met in the study.

Among those who changed, such as y and x , the correlation between the volume of tourism facilities and the density of the number of tourism facilities in those years was $r_{xy}=0,2$ and quality check takes place as per regression formula. That is, you need to check the H_0 hypothesis about the lack of statistical significance of the density indicator and the equation for regression. To do this, the actual value of the F-Fisher criterion is compared to the F_{fakt} and the F_{kr} critical value on the chart. Here the regression equation is considered reliable when $F_{fakt} < F_{kr}$ is. Given that the regression equation for the study is at a 5% importance level: then the regression equation is reliable:

$$F_{kr} = F_{\alpha; k_1; k_2} = F_{0,05; 1; 12} = 4,75, \quad F_{fakt} = 1,04 < F_{kr} = 4,75$$

A regressive study of the number of tourists in the tourism sphere shows that providing a truly ecologically clean climate has created a favorable environment for the development of the village's social infrastructure, one of the strategies for sustainable development in our country.

Developing the social infrastructure of rural areas not only attracts tourists to rural areas but also provides new jobs, provides employment for the population and provides stable income for residents, including improving the living standards of the population. Based on the foregoing, the author concluded that the country's focus on sustainable development should ensure that economic processes are environmentally friendly while improving the lifestyle and quality of the population while maintaining and maintaining the ecological safety of regions. Thus, a more detailed study of the development of rural tourism in the country's regions requires the use of its methodology.

The dissertation highlights the importance of evaluating rural areas as part of determining sustainable development and discovering that rural areas are attractive to the development of this type of tourism. To determine the level of tourism potential in rural areas, the identification and evaluation phases of key indicators that characterize its growth potential must be shaped. To that end, **a six-stage block-chart** was issued by the author to evaluate the potential for rural tourism in economic regions. According to the block chart, the **first** phase of the economic regions geography characteristics, including the construction of a modern-day winter and summer tourism complex in the Shanghai region of Gusar Province, At the same time, it emphasized the development of ecological, historical, religious, business, sports, baths, rivers, and other forms of tourism, all of which enable the development of rural tourism in the area. Analysis of tourism infrastructure in the **second** phase shows that the placement of tourists in hotels and hotels increased by 2.85 times or 1247,42,000 in 2019 compared with 2014. In comparison, the number of such institutions increased by 1.4 times or 14328. The positive growth dynamics show tourism is growing in that economic regions, while growth is linked to an increase in the number of number funds (living

rooms) of placement vehicles. In view of ethnic, rural, and tourism elements, the author has added the characteristics of Azerbaijan's placement tools to evaluate the potential of rural tourism. In view of the **third** phase of the ecological factors, the objective of the economic circuit's tourism infrastructure is to analyze it according to the following guidelines: the number of owners who use their homes to accommodate guest homes and tourists; the quality and length of roads in the circuit; the existence of traditional art in the circuit; the well-being of the people; the level of international language knowledge of the population; the level of crimes in the circuit, etc. The **fourth** phase evaluates the level of preparation for tourists in rural areas to evaluate the attractiveness of rural tourism. The **fifth** phase selects unique rural tourism resources belonging to the appropriate rural area. The **sixth** phase focuses on the development and support of rural tourism in the economic district, the creation of an interior, and the end of the development of rural tourism.

The study included a taxonomic method of evaluating the area's tourism attractiveness. This method allows you to take into account the abundance of mutually replaced factors and to rank choices based on the report results:

$$X = \begin{pmatrix} x_{11} & \dots & x_{1j} & \dots & x_{1n} \\ \dots & \dots & \dots & \dots & \dots \\ x_{i1} & \dots & x_{ij} & \dots & x_{in} \\ \dots & \dots & \dots & \dots & \dots \\ x_{m1} & \dots & x_{mj} & \dots & x_{mn} \end{pmatrix}, \quad (2)$$

Here: $i=1, \dots, m$ - number of indicator; $j=1, \dots, n$ - number of ecological region

At that time, the importance of the economic circuit is adjusted to a matrix, followed by the standardization of the indicators, and to that end, the X matrix replace with Zmatrix, and Z_{ij} indicator of economic regions is calculated according to the average value and dispersion of the X_{io} indicator (σ_{io}^2).

Standardization process necessarily reduces the impact of price and indicator variation

Then the formation of the "etalon economic circuit" (Z_{ei}). To do this, the highest (lowest) value of the corresponding indicator is selected in any line, and its characteristics are given in matrix columns:

$$\begin{pmatrix} Z_{ei} \\ - \\ Z_{em} \end{pmatrix}.$$

R_{ij} , a quasi-economic circuit from the "etalon circuit," is calculated according to the formula (3) for all economic roles

$$R_{ij} = \sum_{j=1}^n (Z_{ij} - Z_{ei})^2. \quad (3)$$

As a result of the report, the economic circuit with a minimum price for R_{ij} is considered the best. The dissertation has been implemented for ten economic regions to evaluate the attractiveness of rural tourism. We have used statistics during the calculation. Calculations based on the evaluation of factors that affect the potential of rural tourism in azerbaijan have been reflected in supplements that allow Azerbaijan to compile a rating on the development priority of rural tourism in the IR

As a result of the calculations, the author concluded that the best potential indicator was Mountain Shirvan, Nakhchivan MR, Cuba-Hachmaz IRs, and that at work, he systematically classified IRs as high, medium, and low-level because of the attractiveness of rural tourism.—Chart 1.

Table 1. Azerbaijan's attractiveness to rural tourism by economic regions criteria

S/N	Level of attractiveness to rural tourism	Criteria	Economic regions of Azerbaijan
1	High	$R_i \leq 0,024$	Mountain Shirvan, Nakhchivan MR, Cuba-Khachmaz
2	Average	$0,024 \leq R_i \leq 0,044$	Baku, Lenkoran, Upper-Karabakh
3	Poor	$0,044 \leq R_i$	Gandja- Gazakh, Sheki-Zagatala, Aran, Absheron

Thus, according to the systematic system, the author notes that many of the country's IR has the potential for rural tourism, not only attracting tourists interested in the area but also creating large tourism complexes in those areas in the future. As part of the development of

rural tourism in Azerbaijan, the researcher proposes to design the country's IR's rural tourism potential. To that end, the cost of seven days of rural tourism was estimated at 185-305 manat. Thus, the average daily cost of collecting minimum-needed services for tourists for rural tourism is approximately 35 manat, which we think is sufficient to attract tourists and allows a competitive tourism product to be shaped. One of the main reasons for hampering the growth of the tourism market in Azerbaijan is the high cost of air and rail transport, which reduces the transportation opportunities of regions, as noted in the study. To help tourists visiting rural areas learn more about rural tourism, the opportunities for rural tourism have been looked at by us and a sequence of incentive procedures has been given. When rural tourism is designed, their specificity should be given special attention because the duration of the tour here may be long enough, depending on the objectives. Usually, interest in purposeful tours is found in those who want to gather religious experiences and study the traditions of peoples because such tourists pay special attention to the deeper understanding and understanding of their goals. In order to coordinate the development of rural tourism in Azerbaijan's economic regions, the author proposes a new model for research that reflects the key elements of rural tourism.

Complex indicators are offered by a researcher to study changes in the social, ecological, and economic life of Cuba-Hachmaz economic life. Monitoring complex indicators allows you to monitor not only the effectiveness of the economic district's social-economic activities but also the level of ecological comfort for the population and the effectiveness of rural tourism as a whole. In addition to the creation of a competitive rural tourism region capable of welcoming tourists in favorable ecological conditions, the social-ecological-economic resources and consequences of this area should be taken into account. This framework proposes a monitoring model for the social, ecological, and economic spheres of the Cuba-Hachmaz economic district.-Figure 3.

As the model shows, rural tourism districts can first learn the requirements of rural tourism travelers through the Azerbaijani National Tourism Agency. Through ministries, agencies, and centers

that affect the work of institutions serving in the tourism industry, the Azerbaijani National Tourism Agency can properly organize tours in accordance with the tourism potential of economic regions by properly identifying the main objectives and mechanisms of the area. The main objective of this time should be to develop the right organization of multi-purpose and objective tours for tourism services in rural areas through an indicator system for evaluating the social and ecological development of the economic district

The practical application of the proposed model of rural tourism in the Cuba-Hachmaz economic district will allow the creation of a real sector of rural tourism, which will promote the development and shape of the tourism region in a stable environment.

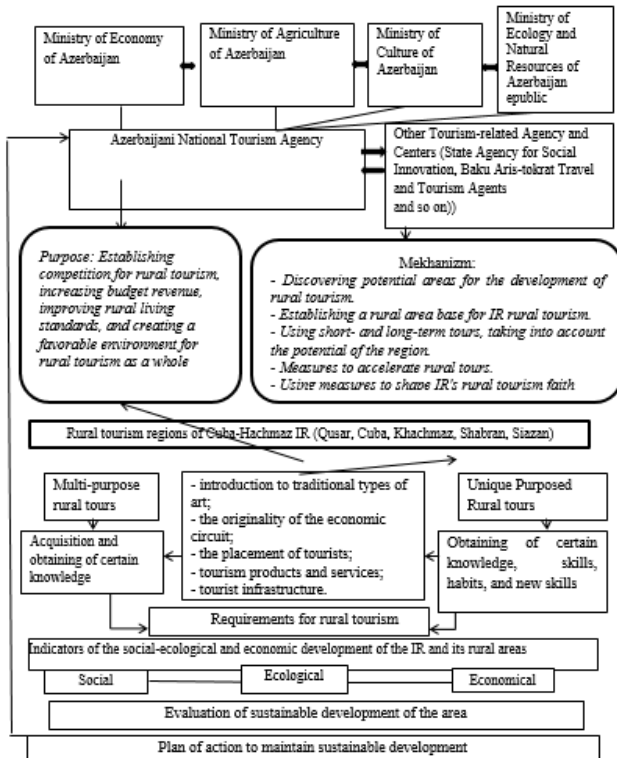


Figure 3. Rural tourism development model in Cuba-Hachmaz economic district

Thus, the effectiveness of this model increases the likelihood of sustainable development of rural areas in the region, which in turn enables the economic district to access a sustainable development line.

The "Result" section of the desirtation concluded that the population's living standards were improved by effective rural tourism and offered scientifically based proposals.

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