

İQTİSADİYYAT VƏ İDARƏETMƏ

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A NEW APPROACH TO CLARIFYING THE RELATIONSHIP BETWEEN
THE TOURISM SECTOR AND EMPLOYMENT

Resume

The growth rate of the tourism sector in Azerbaijan maximally leads to an increase in the economy, at the same time affects the socio-economic situation in the country. To a greater extent, populations choose to travel in different countries and all this is associated with the possession of their information capabilities. The article notes that according to the Decree of the President of Azerbaijan on the new division of the "Karabakh" and "East Zangezur" economic regions, the economic region has not yet been expelled from the Armenian separatists, because of this, these zones were excluded from the number of regions for the development of tourist processes. It can be noted that the development of many tourist destinations in the country is just beginning, since the overall strategy for the development of this industry in Azerbaijan is at the stage of its new formation. In the future, the country's leadership is focused on the formation of a competitive tourism industry and the development of tourist infrastructure. At the same time, the listed factors (direct or indirect) affecting the development of tourism play a decisive role in determining state strategic programs in the development of the country's tourism business.

It is noted that employment in different countries depends on the legislation adopted in the country and its compliance. World labor and employment markets, the structure of world labor markets have a certain impact on the development of tourism, or vice versa-the development of tourism has a certain impact on the formation of the structure of these markets. It is estimated that there are more than 300 million people in the world employed in permanent or temporary jobs in tourism and related industries. The level of employment in tourism and related industries has a relatively large impact on the employment market than in other sectors (finance, healthcare, banks, etc.). The tourism market allows people to work in more jobs than the market of the above-listed industries. It will be possible to fully use the tourist opportunities of Karabakh only if several main factors are taken into account, such as: ensuring the safety of the population independent of their nation on the territory; clearing mined fields; gradual return of the population; creation of all necessary infrastructures in these areas. Even in countries with a multiplicative efficiency of the tourism sector, the employment rate is about 12% higher than with direct employment. The highest level of employment directly affects the creation of new jobs in the tourism sector and related industries. And this indicator is determined by the contribution of the tourism sector to the country's GDP, the number of tourist arrivals and the growth of tourism revenues.

The goal is to clarify-the impact of the tourism sector on the level of employment of the population, as well as the impact of the level of employment in the creation of new jobs in this sector.

Methodology-the article uses the economic and statistical method and the method of comparative analysis to clarify the impact of the tourism sector on the employment of the population.

The conclusion of the study-is that the highest level of employment directly affects the creation of new jobs in the tourism sector and related industries, and this indicator is determined by the contribution of tourism to the GDP of the countries of the world.

Keywords: international tourism, role, development, tourism industry, factors, employment

Introduction

Creating opportunities for decent employment and income for women and men is one of the strategic goals of the ILO. The main ILO instruments emphasizing this goal are the 1964 Convention on Employment Policy (No. 122) and its accompanying 1964 Recommendation (No. 122), the 1984 Recommendation on Employment Policy (No. 169), as well as other norms and fundamental principles and rights at work. Most countries in Eastern Europe and Central Asia are experiencing growth, which, however, is unequally distributed among countries and sectors of the economy. This growth is provided by a small number of sectors of the economy, primarily related to the extraction of natural resources, which are not yet sufficient to overcome the shortage of productive employment and jobs.

The process of restructuring industries has not yet been completed. National, regional and international markets are open to competition against the background of sufficient ability of the state to regulate the economy. The characteristic features for all regions of the world are still low wages and labor productivity, a significant scale of the informal economy, high youth unemployment, etc. To date, labor markets are still characterized by a structural imbalance between the supply of labor and the demand for it [19].

The ability of States to promote economic growth accompanied by an increase in the level of employment is sometimes limited, due to various factors. The reduction in budget funding has affected the functioning of vocational education systems and public employment services. In addition, in a number of countries, these State functions have been decentralized and weakened in the course of this process.

A large number of workers change jobs, moving from one industry to another and moving from one region to another. At the same time, numerous groups of young workers enter the labor markets every year. Existing institutions and structures are unable to meet the growing needs for on-the-job training, as well as the need for retraining and lifelong learning (continuous learning). These problems are especially acute for young people, whose transition period from training to work is lengthening and becoming less secure. In addition, they are more often forced to accept lower-quality work.

Employment of the population of any country is one of the indicators of the development of its economy, including a decrease in the unemployment rate, improvement of the welfare of the people. It should be noted that the growth rate of the tourism sector in Azerbaijan, acting as much as possible to increase the economy, simultaneously affects the socio-economic situation in the country. Since the citizens of the republic, having financial opportunities, develop their personal needs, with the manifestation of free time, they choose to travel as a tourist in different countries of the world with information capabilities.

The problem of employment of the able-bodied population is considered as one of the most significant, since it is directly related to the prospects of socio-economic stability of the country. In the perspective of socio-economic stability of the country, demographic processes are determined, which is one of the main parts of social policy, i.e. this process has demographic and social content. In economic literature, scientists point out that employment is a system that includes the degree of satisfaction of personal and social needs of citizens of the country, a set of attitudes about the participation of the population in labor activity, expressing the measure of their inclusion in labor processes.

The role of tourism in the formation of the country's gross domestic product

The state employment policy of the population is part of the socio-economic policy of the country, where the intensive development of all sectors of the economy, including the tourism industry, affects the level of employment of the population. At the same time, in many countries of the world tourism plays a significant role in the formation of gross domestic product (GDP), in creating additional jobs, in providing employment and activating the foreign trade balance. In addition, tourism has a huge impact on such key sectors of the economy as agriculture, transport and communications, construction, production of consumer goods and others. Also, the tourism sector is a catalyst for the socio-economic development of the country. The economic development of this sphere is characterized by impressive data on the global economic market.

According to the World Tourism Organization (UNWTO), more than 900 million international tourist trips were registered in the world in 2022, which is twice as much as in 2021. Nevertheless, the number of international arrivals in 2022 remains 37% lower than in 2019 (before the pandemic period) (1.5 million).

Materials and methods

According to their data, an increase in foreign tourist arrivals was recorded in every region of the world last year. The lowest dynamics was observed in the Middle East, where one of the drivers of the growth in the number of arrivals was the 2022 World Cup in Qatar and the air travel route network was almost completely restored. Due to these factors, the tourist flow to the Middle East region, the arrival of tourists has recovered and compared to 2019, the level of this indicator has increased and amounted to 83% [14].

It should be emphasized that the difficult social, economic and geopolitical situation in the countries of the world remains the main factor hindering the recovery to a state before the mediocre conditions in the economy as a whole, and in particular international tourism [10, pp. 47-58]. The increase in the inflation rate in the countries of the world, the aggravation of the war between Russia and Ukraine, the possibility of a decrease in the supply of grain products to countries in need, as well as a sharp increase in oil prices have led to an increase in public spending (on maintenance, transport, accommodation, etc.).

Discussion

As is known, the increase in the inflation rate in the countries of the world directly affects the decline in the purchasing power of the population. Every year, the World Bank determines the rating of the countries of the world according to the purchasing power parity of the countries of the world. According to the bank's definition, China (\$30.3 trillion), the United States (\$25.5 trillion), India (\$11.8 trillion) and Japan (\$5.7 trillion) retained the top five places in purchasing power parity in 2022. And Russia (\$5.33 trillion). According to analysts of the World Bank, by 2030 the countries of the presented five will maintain the status quo. At the same time, according to their forecast, Russia will come close to Japan, and India to the United States. In particular, Russia's GDP may reach \$5.9 trillion by this time. At the same time, the estimated GDP growth in this country will be approximately 7.9% compared to the previous year. In terms of GDP in nominal terms, by the end of 2022, the United States, China, Japan, Germany, India, Great Britain, France and Russia took the top eight places in the world ranking of countries. Also, in terms of GDP in nominal terms, the first place in the countries of the world is occupied by the United States.

It should be noted that the level of GDP is directly affected by the country's inflation rate. And this, in a direct way, affects the decline in the purchasing power of populations. The indicators of the countries' inflation rating for 2022-2023 show that the highest indicator was in Venezuela (398%), Lebanon (230%), Syria (139), North Korea (55%), and the lowest indicator was in Mali (-0.7%), South Sudan (-3.1%), etc.[16]

It should be noted that large-scale work on tourism development has been carried out in Azerbaijan in recent years. But the newly named Karabakh and East Zangezur economic region has not yet been expelled from the Armenian separatists, because of this they were excluded from

the number of regions for the development of these processes [18]. It can be noted that the development of many tourist destinations in the country is just beginning, since the overall strategy for the development of this industry in Azerbaijan is at the stage of its new formation. In the future, the country's leadership is aimed at the formation of a competitive tourism industry and the development of tourist infrastructure. Therefore, one of the important issues is the liberation of these territories from Armenian separatists, the clearing of mined fields, the gradual return of refugees to their native districts and villages, and the simultaneous creation of tourist infrastructure in the liberated territories. The tourist potential of these areas is also very rich. It will be possible to fully use the tourist opportunities of Karabakh only if several main factors are taken into account, such as:

- ensuring the security of the population independent of their nation in the territory;
- clearing of mined fields;
- gradual return of the population;
- creation of all necessary infrastructures in these areas, etc. [1, pp. 40-45].

Azerbaijan receives only 0.002-0.003% of the world's international tourist flow. However, the calculations and forecasts of experts confirm that the country has the ability to receive approximately 10 million tourists a year [3, pp. 562-569]. It should be noted that the emergency situation that began at the end of 2019 in all countries of the world had a significant negative impact on the development of tourism in Azerbaijan, which in 2020 the number of tourists arriving in the country decreased 3.2 times, in 2021 - 2.8 times, in 2022-2.2 times compared to 2019 [4].

Employment in different countries depends on the legislation adopted in the country and its compliance [11]. The tourism industry differed from other sectors of the economy by a number of specific features, which can be distinguished by the fact that tourist services are sold in one place, and consumed in another place or in another country. On the other hand, income from the sale of tourist products is generated only where tourist services are purchased. The process of consumption of tourist products is regulated by what the tourist chooses in accordance with the service provided to him, as well as the place of his temporary stay. An important factor of employment in tourism is considered to be a factor that forms communication between buyers of tourist services and employees of the company. Often, the communication that occurs between buyers of services and employees of the company creates a source of risk for many operations in the tourism sector.

The world labor and employment markets and their structure have a certain impact on the development of tourism, or vice versa-the development of tourism has a certain impact on the formation of the structure of these markets. It is estimated that there are about 325 million people in the world employed in permanent or temporary jobs in tourism and related industries. The level of employment in tourism and related industries has a relatively greater impact on the employment market than in sectors such as finance, healthcare, banking, automotive, mining, etc. The tourism market allows people to work in more jobs than the healthcare market, financial sector, banking sector, mining and agriculture. Calculations show that the tourism market allows creating new and vacant jobs 5 times more than in the mining industry and almost 2 times more than in the financial sector, and in 2021 the tourism sector was able to accommodate about 330 million jobs. According to the GAT (State Agency of Azerbaijan for Tourism), the main goal of the country for tourism is to increase the number of foreigners visiting Azerbaijan to 4 million people in 2026, and to increase the indicators of domestic tourism to 6 million citizens [17].

It should be noted that the number of employees employed in tourism-specific areas in Azerbaijan in 2016-2021 increased from 43.5 thousand to 53.7 thousand people. So, in the number of employees employed in this area, compared to 2016, in 2017, 7.7% or 3.36 thousand people; in 2018, 22.4% or 9.75 thousand people; in 2019, 35.6% or 15.5 thousand people; in 2020, 12.7% or 5.54 thousand people and in 2021 -23.55% or an increase of 10.24 thousand people. As can be seen from the analysis, despite the increased control in the conditions of the pandemic in the Republic of Azerbaijan, in the same period there was an increase in the number of workers employed in areas specific only to tourism, with the exception of 2018-2019. In our opinion, this

growth can be attributed to the preventive measures taken by the state, including the provision of state support for the cultivation of tree seedlings and flowers in private farms [12].

International tourism has a powerful impact on employment. The tourism industry is a labor-intensive process, so it employs mostly unskilled workers. However, this does not mean that highly skilled labor is not used in the tourism sector. In this area, new jobs are geographically spread more widely than in other developing sectors of the economy. The development of tourism in the world is influenced by scientific and technological progress, improving the quality of life of the population, increasing the length of free time, vacations, economic and political stability and a number of other factors [16].

Conclusions

Employment of the population in different countries with a multiplicative effect of tourism is several times higher than with direct employment. In this case, the internal tourist activity of the region's population can serve as an indicator for assessing the effectiveness of the existing brand of the region. Even in countries with multiplicative efficiency of this sphere, the employment rate of the population is 11.8% higher than in direct employment. Employment in tourism-specific areas in Australia is 2.6 times, in France -2.48 times, in the USA-2.62 times, in Germany-3.29 times, in Russia -5 times and in Azerbaijan -4.46 times higher than in direct employment. The result of the study shows that the employment of the population in different countries with the multiplicative influence of tourism is slightly higher compared to the total employment of the population. And this directly affects the creation of a large number of jobs in the tourism sector and related industries, which is primarily due to the contribution of the tourism sector to the country's GDP, the number of tourist arrivals and the growth of tourism revenues.

Employment of the population in different countries with the multiplicative influence of tourism is slightly higher compared to the total employment of the population, this directly affects the creation of a large number of jobs in the tourism sector and related industries.

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Виляят Исмаилов

НОВЫЙ ПОДХОД К УТОЧНЕНИЮ ВЗАИМОСВЯЗИ ТУРИСТИЧЕСКОГО СЕКТОРА С ЗАНЯТОСТЬЮ НАСЕЛЕНИЯ

Резюме

Рост темпа туристической сферы в Азербайджане максимально действуя к возрастанию экономики, одновременно влияет на социально-экономическую ситуацию в стране. Большей степени населения выбирают путешествовать в разных странах и все это связывается с обладанием ихними информационными возможностями. В статье отмечается, что по Указу Президента Азербайджана о новом делении экономических районов «Карабахский» и «Восточно Зангезурский» экономический район в данный момент еще не отчислен от армянских сепаратистов, из-за этого эти зоны были исключены из числа регионов для развитию туристических процессов. Можно отметить, что развитие многих туристических направлений в стране еще только начинается, поскольку общая стратегия развития данной отрасли в Азербайджане находится в стадии своего нового формирования. В дальнейшем руководство страны нацелено на формирование конкурентоспособной туристической индустрии и развитие туристской инфраструктуры. Одновременно перечисленные факторы (прямые или косвенные), влияющие на развитие туризма играют решающую роль в определении государственных стратегических программ в развитии туристского бизнеса страны.

Отмечается что, занятость в разных странах зависит от принятого в стране законодательства и его соблюдения. Мировые рынки труда и занятости, структура мировых рынков труда оказывают определенное влияние на развитие туризма или наоборот-развитие туризма оказывает определенное влияние на формирование структуры этих рынков. По оценкам, в мире насчитывается больше 300 миллионов человек, занятых на постоянной или временной работе в сфере туризма и смежных с ним отраслях. Уровень занятости в сфере туризма и смежных с ним отраслях оказывает относительно большое влияние на рынок занятости, чем в других секторах (финансы, здравоохранение, банки, и. т.д.). Рынок туризма позволяет людям работать на большем количестве рабочих мест, чем рынок выше перечисленных отраслей. В полной мере использовать туристические возможности Карабаха можно будет только при учете несколько основных факторов, таких как: обеспечение безопасности населения не зависящее от их нации на территории; очищения минированных полей; поэтапное возвращение населения; создание в этих районах всех необходимых инфраструктур. Даже в странах с мультипликативной эффективностью туристической сферы уровень занятости выше примерно 12%, чем при прямой занятости. Высший уровень занятости напрямую влияет на создание новых рабочих мест в туристическом секторе и смежных с ним отраслях. А этот показатель обуславливается, вкладом сферы туризма в ВВП страны, количеством туристских прибытий и ростом доходов сферы туризма.

Цель-уточнить влияние туристической сферы на уровень занятости населения, также влияние уровня занятости при создании новых рабочих мест в этой секторе.

Методология-в статье для уточнение влияние туристической сферы на занятость населения использован экономико-статистический метод и метод сравнительного анализа.

Вывод исследования-выяснено, что высший уровень занятости напрямую влияет на создание новых рабочих мест в туристическом секторе и смежных с ним отраслях и этот показатель обуславливается вкладом туризма в ВВП стран мира.

Ключевые слова: международный туризм, роль, развитие, туристическая индустрия, факторы, занятость

Vilayət İsmayilov

TURİZM SEKTORUNUN MƏŞĞULLUQLA ƏLAQƏSİNİ AYDINLAŞDIRMAQ ÜÇÜN YENİ BİR YANAŞMA

Xülasə

Azərbaycanda turizm sektorunun tempinin artması ölkə iqtisadiyyatını maksimum dərəcədə artıraraq, eyni zamanda, ölkədəki sosial-iqtisadi vəziyyətə təsir göstərir. Daha çox əhali müxtəlif ölkələrdə səyahət etməyi seçir və bütün bunlar onların informasiya imkanlarına sahib olması ilə əlaqələndirilir. Məqalədə qeyd olunur ki, Azərbaycan prezidentinin iqtisadi rayonların yenidən bölünməsi haqqında Fərmanı ilə "Qarabağ" və "Şərqi Zəngəzur" iqtisadi rayonu hazırda erməni separatçılarından təmizlənməmişdir, buna görə də bu zonalar turizm proseslərinin inkişafı üçün qəbul edilmiş proqramlardan uzun illər kənarda qalmışdır. Qeyd etmək olar ki, ölkədə bir çox turizm istiqamətlərinin inkişafı hələ yeni başlayır, çünki Azərbaycanda bu sahənin ümumi inkişaf strategiyası yeni formalaşma mərhələsindədir. Gələcəkdə ölkə rəhbərliyinin əsas məqsədinin rəqəbatlı turizm sənayesinin formalaşmasına və turizm infrastrukturunun inkişafına yönəldilməsi nəzərdə tutulur. Eyni zamanda, turizmin inkişafına təsir edən tədqiqatda sadalanan amillər (birbaşa və ya dolaylı) ölkənin turizm biznesinin inkişafında, dövlət strateji proqramlarının müəyyənləşdirilməsində həlledici rol oynayır.

Qeyd olunur ki, müxtəlif ölkələrdə məşğulluq ölkədə qəbul edilmiş qanunvericilikdən və ona əməl olunmasından asılıdır. Dünya əmək və məşğulluq bazarları, dünya əmək bazarlarının quruluşu turizmin inkişafına və ya əksinə müəyyən təsir göstərir-turizmin inkişafı isə bu bazarların quruluşunun formalaşmasına həlledici təsir göstərir. Dünyada turizm və əlaqəli sahələrdə daimi və ya müvəqqəti işlə məşğul olan 300 milyondan çox insanın olduğu təxmin edilir. Turizm və əlaqəli sahələrdə məşğulluq səviyyəsi məşğulluq bazarına digər sektorlara (maliyyə, səhiyyə, banklar və s.) nisbətən böyük təsir göstərir. Turizm bazarı insanlara yuxarıda qeyd edilən bazarlardan daha çox iş yerində işləməyə imkan verir. Qarabağın turizm imkanlarından bir neçə əsas amilin nəzərə alınması ilə tam istifadəsi mümkün olacaqdır, məsələn, ərazidə milliyətindən asılı olmayan əhəlinin təhlükəsizliyinin təmin edilməsi; minalanmış sahələrin təmizlənməsi; əhəlinin mərhələli şəkildə dədə-baba yurdlarına qaytarılması; bu rayonlarda bütün lazımi infrastrukturaların yaradılması və s. Turizm sektorunun multiplikativ səmərəliliyi olan ölkələrdə belə məşğulluq səviyyəsi birbaşa məşğulluğa nisbətən təxminən 12% -dən yüksəkdir. Ən yüksək məşğulluq səviyyəsi turizm sektorunda və əlaqəli sahələrdə yeni iş yerlərinin yaradılmasına birbaşa təsir göstərir. Və bu göstərici turizm sektorunun ölkənin ÜDM-ə verdiyi töhfə, beynəlxalq turistlərin qəbul edilmiş sayı və turizm gəlirlərinin artması ilə müəyyən edilir.

Məqsəd- turizm sektorunun əhəlinin məşğulluq səviyyəsinə təsirini, həmçinin bu sektorda yeni iş yerlərinin yaradılması zamanı məşğulluq səviyyəsinə onun təsirini aydınlaşdırmaqdır.

Metodologiya-məqalədə turizm sahəsinin əhəlinin məşğulluğuna təsirini aydınlaşdırmaq üçün iqtisadi və statistik metod və müqayisəli analiz metodundan istifadə edilmişdir.

Tədqiqatın nəticəsi-ən yüksək məşğulluq səviyyəsinin turizm sektorunda və əlaqəli sahələrdə yeni iş yerlərinin yaradılmasına birbaşa təsir göstərdiyi və bu göstəricinin turizmin dünya ölkələrinin ÜDM-ə verdiyi töhfə ilə şərtləndirildiyi aydınlaşdırıldı.

Açar sözlər: beynəlxalq turizm, rol, inkişaf, turizm sənayesi, amillər, məşğulluq