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## DIRECTIONS

AND PERSPECTIVES OF ORGANIZING TOURISM RECREATION ZONES IN KARABAKH AND EASTERN ZANGEZUR ECONOMIC REGIONS

## DIRECCIONES Y PERSPECTIVAS DE ORGANIZAR ZONAS DE RECREACIÓN TURÍSTICA EN KARABAJ Y REGIONES ECONÓMICAS DE ZANGEZUR ORIENTAL

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### ABSTRACT

Karabakh and Eastern Zangezur possess rich tourism and recreational potential, characterized by a diverse territorial organization. Establishing Tourism-Recreational Zones (TRZ) to harness this potential will facilitate the development of competitive tourism offerings, efficient utilization of existing resources, and proper planning. This article delves into the methodology, theoretical underpinnings, the best international practices, specialized areas, and developmental pathways associated with TRZ creation. The specialization of TRZ encompasses international trends and competitive opportunities, spanning health, eco-health, recreation, eco-cultural, winter tourism, agro-eco, environmental, and outdoor tourism activities. Furthermore, it examines four stages of TRZ formation, three directions for organizing specialized cluster models, and respective application zones—eight and seven—for each indicator. These investigations pave the way for the development of a competitive tourism strategy within the region. The organization of the TRZ in the study region creates a number of overlaps, which allows for the provision of sustainable tourism. By using the natural, ecological, and cultural heritage potential within the TRZ, suitable types of tourism are promoted and their economic importance is increased. It will enable the formation of ecological, open-air, health-recreational, cultural and ethno-cultural, eco-agritourism products, and the increase of competitive opportunities. Considering the trends in the tourism industry, developing competitive tourism products in the region and determining economic efficiency will provide TRZ advantages in Azerbaijan.

**Keywords:** Karabakh, Eastern Zangezur, Tourism clusters.

### RESUMEN

Karabaj y el este de Zangezur poseen un rico potencial turístico y recreativo, caracterizado por una organización territorial diversa. El establecimiento de Zonas Turísticas-Recreativas (TRZ) para aprovechar este potencial se necesita aprovechar el desarrollo de ofertas turísticas competitivas, la utilización eficiente de los recursos existentes y una planificación adecuada. Este artículo profundiza en la metodología, los fundamentos teóricos, las mejores prácticas

internacionales, las áreas especializadas y las vías de desarrollo asociadas con la creación de TRZ. La especialización de TRZ abarca tendencias internacionales y oportunidades competitivas, abarcando actividades de salud, ecosalud, recreación, ecocultural, turismo de invierno, agroeco, ambiental y turismo al aire libre. Además, examina cuatro etapas de formación de TRZ, tres direcciones para organizar modelos de clusters especializados y las respectivas zonas de aplicación (ocho y siete) para cada indicador. Estas investigaciones allanan el camino para el desarrollo de una estrategia turística competitiva dentro de la región. La organización de la TRZ en la región de estudio crea una serie de superposiciones, lo que permite la provisión de turismo sostenible. Utilizando el potencial del patrimonio natural, ecológico y cultural dentro de la TRZ, se promueven tipos de turismo adecuados y se aumenta su importancia económica. Permitirá la formación de productos ecoagroturísticos ecológicos, al aire libre, salud-recreativos, culturales y etnoculturales, y el aumento de oportunidades competitivas. Teniendo en cuenta las tendencias de la industria turística, el desarrollo de productos turísticos competitivos en la región y la determinación de la eficiencia económica proporcionarán ventajas a la TRZ en Azerbaiyán.

**Palabras clave:** Karabaj, Zangezur oriental, Agrupaciones turísticas.

## INTRODUCTION

Tourism involves people traveling to and staying in places outside their usual surroundings for leisure, business, or other purposes. This includes a variety of services and activities catering to travelers' needs, such as accommodations, transportation, attractions, and entertainment. Tourism is essential for many economies, significantly increasing revenue and creating numerous jobs (Robinson et al., 2020). Tourism generates both direct jobs (e.g., hotel staff, restaurant staff, taxi drivers) and indirect jobs (e.g., suppliers, services supporting tourism), fostering economic and educational growth in local communities. Therefore, the tourism industry may drive the development of infrastructure, including transportation, accommodations, and attractions, which supports broader economic growth. Additionally, tourism encourages cultural exchange between visitors and locals, enhancing cultural diversity and preservation. It is also a crucial source of foreign exchange for developing countries, being the second-largest source after oil for the world's forty poorest countries (Perles-Ribes et al., 2024). It has been found that tourism acts as a catalyst for economic development, influencing various production sectors and aiding in accelerated development goals. Furthermore, tourism boosts

local economies by increasing tax revenue, funding infrastructure and environmental projects, and enhancing residents' quality of life. Thus, tourism is vital for global economies by creating jobs, promoting cultural exchange, and driving economic development, making it a key industry for many nations (Sokhanvar et al., 2018).

In Azerbaijan, there has been numerous barriers to develop effectively tourism being one of the most important regional conflicts (Momeni et al., 2018). However, since 2020 with the recovery of territories Azerbaijani government is giving advances to restore the previous occupied regions. In this sense, the combined application of best practices and strategies is considered more effective in ensuring the sustainability of tourism development in the liberated territories. Ensuring continuity in the region's tourism industry development and evaluating competitive opportunities rely on the efficient utilization of existing resources. Additionally, the formation of tourism clusters in regions freed from occupation is linked to the organization of Tourism-Recreational Zones (TRZ) for the comprehensive utilization of heritage resources, including ecotourism, eco-cultural, and agro-ecotourism. Internationally, the joint utilization of natural and cultural heritage in sustainable tourism organization and product development is widely practiced. The establishment of TRZ represents one of the best practices in preserving existing natural, eco-cultural, and ethno-cultural heritage, while leveraging resources to enhance the socio-economic well-being of local communities. Drawing from international sustainable tourism experiences, TRZ organization emphasizes environmental protection, preservation of local culture and traditions, and showcasing examples of cultural heritage. In recent times, the growing recognition of eco-cultural and ethno-cultural heritage as tourism products has generated increased interest in promoting these resources in the consumer market. This interest expands the expectations of tourists seeking cultural experiences and environmental immersion. The positive portrayal of eco-cultural and ethno-cultural heritage on an international scale has led to multifaceted expectations for their utilization.

According to Kuskov et al. (2005), the organization of TRZ relies more on natural tourism resources and is based on the concept of tourism development in regions. Historical and cultural tourism resources are characterized as having secondary potential in the development of TRZ. According to Zyryanov (2021), recreational resources are fundamental for the formation of TRZ and encompass natural, ecological, cultural, historical, archaeological, and ethnographic heritage. According to Plisetsky (2012), the creation of tourism-recreation complexes entails additional value in terms of macro and microeconomic aspects,

financial-banking operations, the formation of a tourism-recreation economy, construction, and coordination with other sectors. A geographical approach is necessary for the formation of tourism-recreation zones, prioritizing the evaluation of resource vulnerability in terms of tourism and its economic implications for other sectors. Additionally, the formation of various clusters and attractiveness factors in TRZ is directly related to tourism potential. In addition, Dargahov et al. (2022) and others point out TRZ organization involves comprehensive consideration of natural-ecological, historical-cultural, eco-cultural, ethno-cultural, and socio-economic resources, leading to the identification of comparative advantages based on multi-criteria assessment (Dargahov et al., 2022). Thus, in the analysis of other literature, TRZ utilizes stellar, circular, and coastal models, as well as tourism clusters formed within destinations, ensuring the conversion of existing potential into tourism products.

In the case of Azerbaijan, the construction and infrastructure restoration activities carried out in the liberated territories of Nagorno-Karabakh not only contribute to economic development in the region but also lay the groundwork for future tourism development. An analysis of tourism trends on an international scale indicates notable growth within the service sector. Currently, the tourism sector holds a prominent position in the global economy, with a share of \$1.9 trillion. The growth in the tourism sector over the past decade has been significant, reaching 3.4 times its previous level before the pandemic and a recovery process, accounting for 83.7% by the end of 2023, according to available data. According to the International Travel and Excursion Organization, international tourist arrivals increased by 7.6% in 2022, representing a 22% increase compared to the previous year but a 23% decrease compared to 2019. Additionally, despite tourism revenues totaling \$1.9 trillion in 2022, they decreased by 14.1% compared to 2019. In the post-pandemic era, there has been a notable shift in the purpose of tourists' travels towards nature elements, increasing demand for cultural and traditional heritage tourism products. 55% of international tourist flows are for leisure and entertainment purposes, 28% for medical and religious purposes, and 11% for business purposes. The preference for nature and cultural heritage in more than half of leisure travel destinations underscores the importance of efficient utilization of recreational resources in the area (Eggleton et al., 2023).

Considering the above, the objective of this work is to analyze the directions, perspectives, and challenges of tourism development in the recovered areas of Azerbaijan in the Karabakh region and the Eastern Zangezur regions.

The topic is very relevant since the landscape, climate, flora and fauna, thermal-mineral water resources, and archaeological and cultural monuments of the territories freed from occupation can form the basis for the creation of TRZs. In general, it is planned to create archaeological-cultural tourism, ecotourism, health tourism, wine tourism, winter tourism (skiing and other activities), and many other tourism areas in TRZs to be created in the territories freed from occupation. The State Tourism Agency plans to create tourist routes for various purposes, such as cultural and wine tourism, in the liberated territories (ARSTA, 2023b).

## MATERIALS AND METHODS

Within the research region, the objective is to ensure ecosystem stability, protect ecological and cultural heritage, and transform them into tourism products. The organization of TRZ involves registering natural and cultural heritage resources, determining their potential for use, and developing tourism products. Several significant factors influence the formation of TRZ, which can be categorized as follows (Plisetsky, 2012):

- Specific factors: Resources unique to a region that cannot be found elsewhere.
- Uniqueness factors: Historical, cultural, and natural tourism resources that offer a comparative advantage.
- Community-based factors: Opportunities to transform the eco-cultural and ethno-cultural heritage and hospitality of the local population into tourism products.
- Territorial optimization factor: Conservation of nature and heritage sites within TRZ (Tourism Revitalization Zones), where natural and cultural resources are utilized as tourism products to ensure sustainability.
- Equality factors: Ensuring the involvement of the state, entrepreneurs, public-private partnerships, communities, and other stakeholders in the development of TRZ.
- Fair tourism factor: Ensuring community participation in the organization of TRZ and guaranteeing the involvement of the tourism industry in achieving scale.

We included in the methodology for researching TRZ (Tourism and Recreation Zones) the guidelines of the decree of the President of the Republic of Azerbaijan and decisions of the Cabinet of Ministers regarding its establishment, along with measures outlined in the master plan for tourism development in liberated territories. Thus, the TRZ organizational methodology revolves around assessing resources, gaining a comparative competitive advantage in tourism product development, and aligning with international trends. The theoretical and methodological considerations for TRZ organization and development can be categorized as follows:

- Multi-criteria evaluation methodology for tourism resources, involving comparative and rating assessments of various resources.
- Utilization of resources in tourism product formation, a traditional approach encompassing the transformation of potential resources into tourism offerings.
- Incorporation of safety measures in tourism, including the establishment of safety standards within TRZ regions to promote recreational activities.
- Establishment of a tourism value chain in line with global trends, to create a competitive advantage.
- Attraction of investments and creation of specialized clusters within TRZ by identifying territories for economic incentives aimed at fostering a favorable investment climate.
- Ensuring sustainability, reflecting adherence to UN sustainable development recommendations, environmental conservation, social equity, and local community benefits from economic growth.

The analysis of TRZ organization methods reveals a focus on environmental protection, competitive tourism management, service quality assurance, investment attraction, and economic value creation.

## RESULTS AND DISCUSSION

The dynamics of tourism services exports show an increase in health and leisure-related personal travels, with a significant portion directed towards traditional leisure destinations. However, their attractiveness has been ensured through the implementation of innovations and the provision of “green” services and organic foods. Therefore, ecological, outdoor, health, cultural, and ethno-cultural tourism trends have surged in international tourism trends, reflecting changes in tourism demand after the post-pandemic era. In Azerbaijan, although there was dynamic growth in the tourism industry until 2020, it decreased by 4.3 times during the pandemic period. In 2023, the number of incoming tourists in the country amounted to 2.1 million, whereas in 2019, it was 3.8 million. Tourism revenues were \$1.4 billion in 2023, compared to \$2.8 billion in 2019. Additionally, the share of tourism in GDP decreased from 4.8% in 2019 to 1.2% in 2023. According to the State Statistical Committee’s data for 2023, 41% of travelers to Azerbaijan were for leisure and entertainment (compared to 55% worldwide), 30% for business (compared to 11% worldwide), 25% for visiting relatives and friends (compared to 7.2% worldwide), and 2% for medical-health purposes (compared to 18% worldwide). Moreover, the average length of stay for tourists in the country is 3–5 days, whereas it is 6–7 days worldwide (ASSC, 2023). Analysis of statistical figures indicates that the majority of tourists

visiting the country are for business and visiting relatives and friends, which has not significantly impacted the revenues of tourism industry stakeholders. Consequently, this has not ensured economic development in the country’s tourism industry.

It should be noted that 78.2% of the tourism services provided in 2019 were for personal trips, 19.9% for business trips, and 1.8% for exports of educational services. In 2020, the volume of tourism services in the country decreased by \$1.48 billion. Although post-pandemic recovery processes were rapid, by 2023, the recovery was only 62.6% compared to 2019 (ASSC, 2023).

While there has been a positive trend in the tourism industry during the post-pandemic period, it is directly related to the closure of land routes, high prices in air transport, the high level of package and individual transportation compared to neighboring competing countries, the lack of offers directed to the target countries, and the poor organization of air connections.

One of the main directions that will boost the development of the tourism industry in Azerbaijan is to utilize the rich tourism potential in the territories freed from occupation. Although there are favorable conditions for the development of various types of tourism in the region, the impact of tourism on microeconomic effects remains limited. Thus, the share of the tourism industry in income formation by regions is 4.05% (Muzaffarli et al., 2023).

The primary indicators for the development of tourism in the liberated regions encompass natural and cultural heritage resources, along with the restoration of infrastructure and ensuring security. Hence, it is preferable to assess the perspectives of tourism resources in conjunction with other economic sectors in these liberated areas. The main advantage in evaluating tourism resources in regions freed from occupation lies in the comparative advantage of each resource, assessed through rating, comparative, informative evaluation, and multi-criteria analysis methods. Through existing natural and cultural heritage examples, a point-system analysis was applied to determine attractiveness. Post-conflict areas’ resources are particularly advantageous for eco-cultural, ecological, eco-health, winter and mountain sports, and eco-agro-tourism. Notable eco-cultural heritage sites in the region include Tugh, Taglar, Azikh, Shusha city, Veng, Shahbulag, etc., distinguished by their rich historical, cultural, natural, and ecological heritage. By leveraging these heritage sites collectively, it is feasible to establish eco-cultural and ethno-cultural tourism centers.

In Table 1 can be seen the stages of Tourism Recreation Zones formation, and the activities it should be carried out



in every stage. Implementation of the stages specified in the table for the organization of TRZ in the Karabakh and Eastern Zangezur economic zones allows for the selection of attractive tourism types, the formation of clusters, the organization of management, and the creation of a favorable investment environment. The creation of 16 TRZ zones in the study area has been proposed by DTA. These include Istisu, Soltan Haydar, Zulfügarli, and Demirchidam in Kelbajar district; Tug, Hadrut, Agbulag, and Biguk Taglar in Khojavand district; Garagol and Mincivan in Zengilan district; Ashagi Farjan in Lachin district; and Zengilan and Bargushad in Gubadli district. It is planned to create a TRZ in Veng in Aghdara district, in the city of Jabrayil in Jabrayil district, and in Khudafarin settlement (ARSTA, 2023a). It should also be noted that it is possible to organize TRZ in connection with existing attractive tourism and recreation potential, which includes Sugovushan of the Agdara region, Sheri village of Aghdam, the surroundings of the Shahbulag fortress, Turshsu settlement of the Shusha region, and Minkend and the surroundings of the Lachin region.

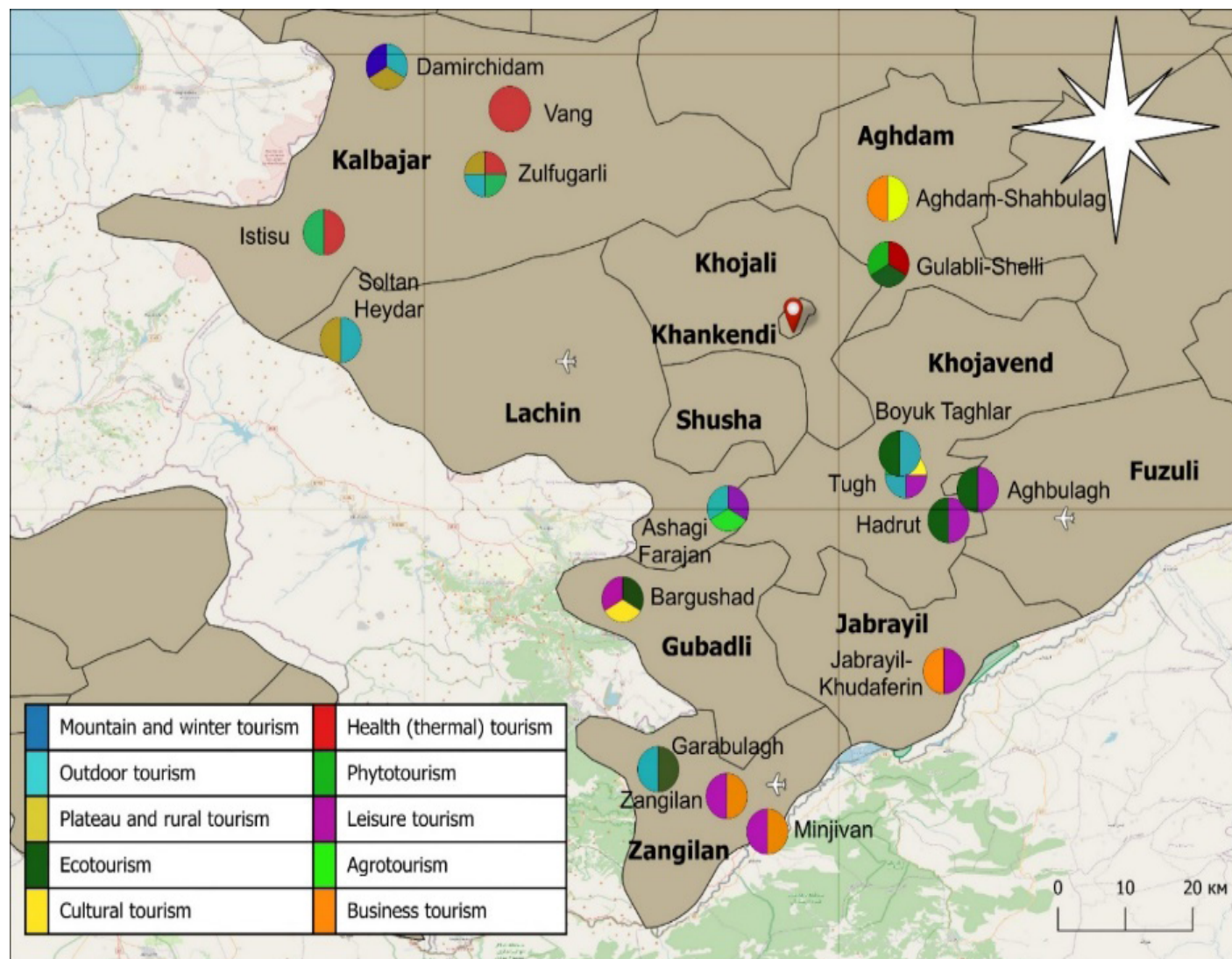
Table 1. Stages of Tourism Recreation Zones formation.

Stages	Objectives	Activities
stage I	Analysis of the natural and cultural heritage components of the area	<ul style="list-style-type: none"> <li>- historical and cultural heritage</li> <li>- archaeological heritage</li> <li>- ecological heritage</li> <li>- changes in climatic conditions and altitude zone</li> <li>- heritability of health</li> <li>- active activity related to nature</li> <li>- winter tourism and water sports activities</li> <li>- organization of leisure</li> <li>- outdoor tourism activities</li> </ul>
stage II	Diagnosis of Socio-Economic Conditions for the Development of Regions Proposed for TRZ Creation	<ul style="list-style-type: none"> <li>- the overall economic development of the region and its share in GDP;</li> <li>- the socio-economic situation of the region;</li> <li>- development of infrastructure in the region;</li> <li>- transport accessibility;</li> <li>- tourism opportunities in shaping the region's main economic structure and income;</li> <li>- representation level of municipalities and communities in the tourism sector in the region;</li> <li>- opportunities for attracting SMBs.</li> </ul>
stage III	Preliminary Assessment of Local Socio-Economic Conditions for the Development of Specific Types of Tourism and Recreational Activities	<ul style="list-style-type: none"> <li>- Justification of TRZ boundaries</li> <li>- Assessment of local socio-economic conditions in TRZs</li> <li>- Identification of competitive types of tourism on TRZ;</li> <li>- Application of measurable assessment of attractive factors in TRZs;</li> <li>- Organization of management in TRZs</li> <li>- creation of entrepreneurial environment in TRZs;</li> <li>- Prioritizing the organization of sub-infrastructure in TRZs from the point of view of tourism;</li> <li>- Consideration of stability factors in TRZs;</li> <li>- Safety assessment in TRZs</li> </ul>
stage IV	Determining Priority Directions and Cluster Opportunities for the Development of TRZs	<ul style="list-style-type: none"> <li>- Preparation of the development strategy of TRZ;</li> <li>- Creation of clusters on TRZ tourism types;</li> <li>- Attraction of investors for TRZs;</li> <li>- Attraction of local government bodies and communities;</li> <li>- Implementation of marketing, especially SEO, for TRZs;</li> <li>- Organization of mobile applications for the provision of operational information regarding TRZs</li> </ul>

Source: Compiled by the authors.

TRZ formation combines natural-ecological and anthropogenic-cultural heritage factors, which ensures complex use of available resources. TRZ can be formed by regional, destination, and cluster approaches. Such Territorial Recreation Complexes ensure the formation of urban, rural, and other types of TRZ. Therefore, TRZ allows for the determination of the comparative advantage of natural, ecological, balneological, cultural, historical, and archaeological heritage within a certain area in the development of tourism. From this point of view, TRZs require the formation of clusters in determining attractive factors and competitive types of tourism (Figure 1).

Fig 1. Map scheme of Tourism Recreation Zones in East Zangezur economic district.

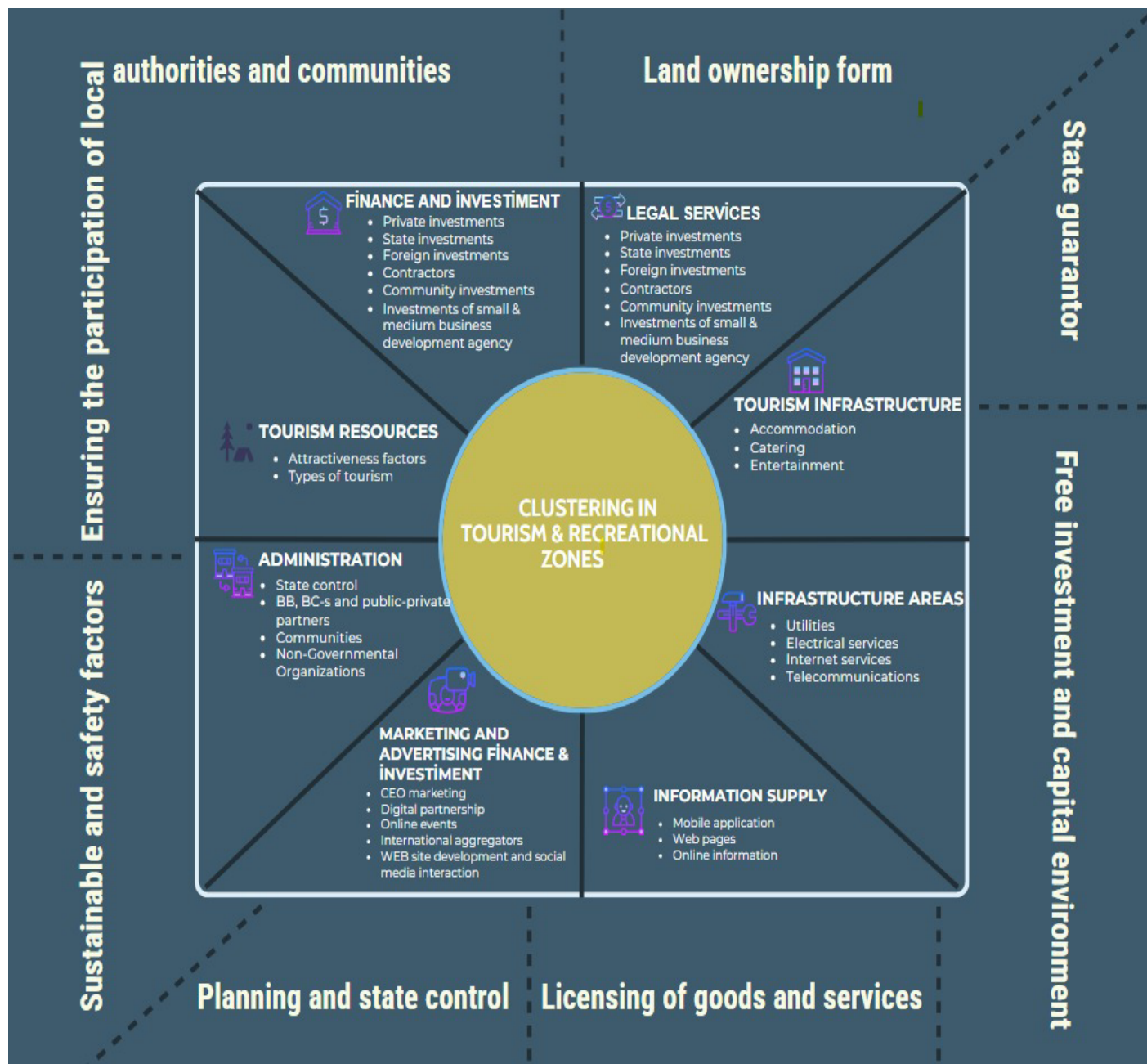


Source: Compiled by the authors.

The specialization areas of tourism clusters depend on the provision of their tourism resources. In this regard, the specialization of TRZs (Tourism and Recreation Zones) in Kalbajar at Istisu and Zulfugarli, in Lachin at Minkend, and in Shusha at Turshsu primarily relies on their thermal resources, microclimate suitability, and potential for organizing mountain-climate resorts, mainly focusing on health, thermal, and phytotourism. Additionally, in Kalbajar, Soltan Heydar, and Demirchidam TRZs, winter tourism, mountain sports, and ecological tourism can be developed. In Vang (Agdere), Tugh, Agbulag, Hadrut, and Great Mountains (Khocavand), Shahbulag (Aghdam), cultural and leisure tourism can be promoted. In Qaragol (Zangilan), Lower Ferkhan (Lachin), and Bergushad (Qubadli), leisure and ecological tourism centers can be transformed into more competitive tourism destinations.

The formation of tourism clusters within the mentioned TRZs would not only ensure more efficient utilization of existing resources but also create conditions for increasing attractiveness factors. In this regard, the formation of tourism clusters depends on various economic, social, and legal factors (Figure 2). Moreover, the distribution of resources, level of provision, and the formation of competitive tourism are applicable in the formation of tourism clusters (Dargahov et al., 2021).

Fig 2. Cluster organization model in Tourism Recreation Zones.



Source: Compiled by the authors.

It should be particularly noted that the creation of tourism clusters in TRZs consists of a three-stage process. The first stage involves the evaluation of resources and the determination of attractive factors. Here, the utilization possibilities of resources in tourism, the degree of usefulness, and the possibilities of combined use with applied tourism types are determined.

The second stage involves land ownership forms, factors of sustainability and safety, a free investment and capital environment, planning and state control, state guarantees for business, licensing of goods and services, and registration of residents, ensuring the participation of local authorities, municipalities, and communities. It allows for the formation of



clusters and determination of competitiveness. Therefore, the proposed TRZ sustainability factors in the certification region make it possible to organize tourism activities by taking into account legal aspects, licensing of goods and services, and registration of residents as an interesting aspect for government agencies. The registration of residents applied in the liberated territories and the application of economic and financial incentives are also relevant for TRZs.

In international experience, collaboration with local governing bodies is more about regulation, cooperation with communities, and obtaining permits, facilitating the utilization of existing resources. The implementation of planning and state control enables the regulated development of TRZs. In the context of planning and state control in the Karabakh and Eastern Zangezur region, the participation of local governance in the planning of TRZs and the selection of residents is considered favorable for organizational management.

The third stage involves the creation of basic and tourism infrastructure, increasing attractive financial investment factors, providing information support, and organizing marketing and advertising services. In the certification region, attractive financial investment opportunities should primarily be directed towards the development of competitive tourism types. Considering the specialization of TRZs, the formation of tourism clusters, taking into account international trends, is feasible. For instance, health tourism accounts for 12-14% of international tourism and only 2% of total tourist inflows in Azerbaijan (ARSTA, 2023b). Additionally, the relatively low share of thermal tourism in the health sector requires comprehensive health services rather than focusing on one area in planned health tourism in Kelbajar and Lachin. Therefore, the provision of various health services such as phytotherapy, SPA-Wells, and clinical tourism services alongside thermal tourism in planned health centers in Istisu, Zulfugarli, Minkend, and Turshsu would increase their competitive opportunities. These factors are also considered relevant for the development of other tourism types in TRZs.

Taking into account international trends in the development of health and medical tourism may lead to the identification of new directions, such as eco-health and medical services incorporating phyto-health services. In the development of health tourism in post-conflict regions, attractive factors are not solely dependent on resources; infrastructure, marketing, and management indicators also play a significant role. With the predominance of attractive factors in the region, the specialization of TRZs in thermal, health, and medical tourism opportunities is planned to be utilized in Kelbajar (Istisu, Zulfugarli), Lachin (Minkend),

and Shusha (Turshsu) districts. Therefore, ensuring alignment in specialization is crucial for enhancing the competitiveness of TRZs, taking into account both domestic and international trends (Guliyeva, 2023).

The development of ecotourism within TRZs is determined by the presence of favorable conditions for the conservation of natural and cultural heritage and outdoor tourism activities. TRZs play a fundamental role in shaping ecotourism centers in the region and determine their main specialization area. The development of specialized ecotourism is based on four stages: assessing the existing potential, infrastructure restoration, management, preparing a business plan, and forming entrepreneurship in ecotourism (Dargahov et al., 2023; Dargahov et al., 2023b).

While the majority of investment in the certification region is directed by the state, leveraging existing incentives can attract private investment. Therefore, stimulating business development within the framework of public-private partnerships, ensuring accessibility of banking services to business structures, and supporting the development of SMBs are feasible within the framework of state-private cooperation (Muzaffarli et al., 2023).

In organizing marketing information services in TRZs, both the implementation of mobile applications and SEO marketing are considered more effective. However, the preparation of slides and links, the development of online information systems, and the enhancement of attractive factors are also deemed more effective. The development of websites, mutual engagement with social media, digital partnerships, online events, and extensive utilization of international aggregators in this area would facilitate its development within emerging tourism clusters.

## CONCLUSIONS

The formation of TRZs in the Eastern Zangezur and Karabakh economic regions will enable the efficient utilization of tourism-recreation resources. The specialization areas of TRZs depend on their international competitive opportunities and the efficient utilization of tourism-recreation potential. In the development of tourism proposed in the Eastern Zangezur and Karabakh economic regions, great outcomes can be expected, for which we highlight some of the most important activities to be carried out:

- Achieving results in the efficient utilization of tourism resources: By efficiently utilizing recreation-tourism resources in the region, it is possible to develop health, eco-health (in Kalbajar, Lachin, and Shusha), ecological and outdoor tourism (in Kalbajar, Lachin, Khocavand, Zangilan, and Qubadli), winter and mountain sports tourism (in Kalbajar, Lachin), leisure-health



(in Kalbajar, Lachin, Qubadli, Khocavand, Zangilan, Agdam, and Agdere), eco-cultural and ethno-cultural tourism (in Shusha, Khocavand, Agdam, and Agdere), eco-agrotourism (in Khocavand, Kalbajar), and event-business tourism (in Shusha, Zangilan, Agdam).

- The specialization of TRZs and the creation of clusters require taking into account international trends in the tourism industry to organize competitive tourism types, which will create conditions for the efficient utilization of the region's tourism resources. Therefore, the development of leisure-health, ecological and eco-cultural, ethno-cultural, and event-MICE tourism types, considered as main trends in international tourism, will ensure competitiveness in the tourism market.
- Ensuring the participation of local governing bodies and communities in the organization of TRZs will lead to increased engagement, the development of small and medium-sized businesses, and the creation of additional value. Community-based tourism development, alongside eco-agrotourism, will enable community and small entrepreneurship entities within other tourism centers to create additional value.
- The organization of TRZs will provide opportunities for centralized management, pre-planning, the creation of additional opportunities for residents, ensuring safety in tourism, environmental protection, efficient resource utilization, attracting investments, increasing efficiency, providing additional employment for local residents, and generating additional income for communities.

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