

## **PROSPECTS OF CONTRAST TOURISM - ON THE EXAMPLE OF AZERBAIJAN**

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*Abstract :The concept of contrast tourism will emerge as a combination of many innovative ideas, as well as an important type of tourism in terms of future tourism development, as well as the concept of tourism. , as well as sharp differences between kitchens, orographic differences, etc. should be studied and noted as a separate type of tourism.*

*Key words: Contrast tourism, strategy, state programs, entrepreneurship, finance.*

The concept of contrast tourism will emerge as a combination of many innovative ideas, as well as an important type of tourism from the perspective of the future development of tourism, as well as the concept of tourism. The contrast that has accompanied tourism for years will be explored more closely here in large cities where futuristic style and antiquity, rich and poor neighborhoods, as well as sharp differences between cuisine, orographic differences, etc. must be explored and noted as a separate

type of tourism. Contrast tourism should be singled out as a separate species in the 21st century, when such ecological, climatic and other differences are likely to increase.

While tourism is the best way for people to spend their time, countries are making an economic profit. [1] We can note that tourism is a socio-economic phenomenon in the sense of profit and profitability. There are many types of tourism depending on the number of participants, the scope of activities and many different parent systems.

Tour operator - a tourism organization engaged in the development of tourism products, assembling tours, organizing advertising and promotion of tourism products in the market, determining the price of tours and selling them to a travel agent for sale under its license. [2] We think that it will be very easy for tour operators to develop and present a contrast tourism product and monitor its promotion. Thus, naturalness comes to the fore, and the nuance to be taken into account is that it will be an easy process to create an atmosphere that will give an antonymous feeling from one destination to another, following the basic principles of tourism, without tiring them as much as possible, mainly for tourists using short or medium distances.

At present, a program for the development of domestic tourism is being formed and conceptual approaches are being identified[]Domestic tourism is valued all over the world, but this is only a temporary problem posed by the post-pandemic. In the coming years, the goals will again be given to the development of international tourism. Given that tourism is already a relatively expensive industry, the demand of tourists to walk two destinations at the same time, as well as to feel as different emotions as possible, should be met and a tourism product should be developed accordingly. There are new responsibilities in the field of tourism, the most creative of which is to be able to respond to new challenges without tiring the tourist.

Continuous measures taken to study and expand tourism resources, organize necessary services to meet the needs of tourists and bring them up to modern standards, expand sanatorium-resort opportunities, increase the number of hotels and other tourism facilities, increase tourist routes are yielding real results[4]When studying tourism resources, it is possible to take the contradictions, their specifics and take them to a new level of contrast tourism, taking into account gastronomic, orographic, national cultural,

climatic and other differences. In addition, government programs will provide better visibility and innovative mobility with the opening of new routes, as well as increase government regulation and entrepreneurship, and pave the way for the use of financial resources.

Being located at the crossroads of cultures for centuries, Azerbaijan has played a leading role in understanding between religions and civilizations, forming a deep historical base in this regard. [5] There are opportunities for contrast tourism in our country for several tourist routes. One of them is the bright, beautiful central streets and avenues of Baku, distinguished by its historical sites and innovative futuristic style. On the other hand, the city of Lankaran, located in the middle of the sea and mountains. It would be possible to do this on foot or by bicycle to observe the climate change as you go from the plains to the mountains and to increase the level of possible emotions to make it last longer. [4]

In view of all this, it is worth noting that contrast tourism will become more widespread as a new type of tourism, as well as will mark international tourism as a possible innovative perspective. Countries will earn enough money from tourism exports and new jobs will also contribute to the growth of economic turnover.

Satisfactory income from tourism in Azerbaijan will be felt when the number of tourists reaches 10 million a year. Because the facts show that the inflow of foreign currency brought by this industry is strong.

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*Анотація:* Концепція контрастного туризму виникне як поєднання багатьох інноваційних ідей, а також важливого виду туризму з точки зору майбутнього розвитку туризму, а також

концепції туризму. , а також різких відмінностей між кухнями, орографічними відмінності тощо необхідно вивчати та відзначати як окремий вид туризму.

Ключові слова: Контрастний туризм, стратегія, державні програми, підприємництво, фінанси.