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**THE IMPACT OF TOURISM ON THE EMPLOYMENT OF THE COUNTRY'S
POPULATION**

The tourism sector is developing at an increasing pace. Having financial opportunities, the development of personal needs and the manifestation of free time, people more choose to travel in different countries of the world and all this is associated with information opportunities. It is noted that large-scale work on tourism development has been carried out in Azerbaijan recently. Karabakh was under Armenian occupation until November 10, 2020, because of this it was excluded from these processes. Armenia, which occupies 20% of Azerbaijani lands, as in all spheres of the economy, has caused serious damage to the tourism sector.

Large hotel chains have been formed in the field of accommodation and catering in the tourism sector, operators regularly stand out among tourist companies that organize control over tourist markets, and the air transport market is expanding. The article notes that the presence of hotel companies in various countries, which play a key role in the development of the tourism industry, accelerates their worldwide recognition. Factors influencing the development of tourism play a crucial role in determining the state of development of the country's tourism business.

The world labor and employment markets and their structure have a certain impact on the development of tourism or vice versa. It is estimated that there are about 325 million people in the world employed in permanent or temporary jobs in tourism and related industries. As a result of the study, it was found that the employment of the population in different countries with the multiplier effect of tourism is several times higher than with direct employment. Even in countries with multiplicative efficiency of this sphere, the employment rate of the population is 4.5-11.8% higher than with direct employment and this directly affects the creation of a large number of jobs in the tourism sector and related industries, which is due to the contribution of the tourism sector to the country's GDP, the number of tourist arrivals and the growth of tourism revenues.

Key words: tourism, development, factors, population, GDP, income, employment.

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ВПЛИВ ТУРИЗМУ НА ЗАЙНЯТІСТЬ НАСЕЛЕННЯ КРАЇНИ

Сфера туризму розвивається все більшими темпами. Маючи фінансові можливості, вільний час та з метою задоволення особистих потреб, люди більше вибирають подорожі по різних країнах світу. Все це пов'язано з розширеними інформаційними можливостями. Зазначається, що останнім часом в Азербайджані проводиться масштабна робота з розвитку туризму, а Карабах, який до 10 листопада 2020 року перебував під вірменською окупацією був виключений з цих процесів. Вірменія окупувала 20% земель Азербайджану. Це завдало шкоди усім сферам економіки Азербайджану, у т.ч. туристичному сектору.

У сфері розміщення та харчування сьогодні сформувалися великі готельні мережі, туристичні оператори. Також поступово розширюється ринок авіаперевезень. У статті зазначається, що присутність готельних компаній у різних країнах, які відіграють ключову роль у розвитку індустрії туризму, прискорює їх світове визнання. Фактори, що впливають на розвиток туризму, відіграють вирішальну роль у визначенні стану розвитку туристичного бізнесу країни.

Світові ринки праці та їх структура взаємопов'язані з розвитком туризму. За оцінками, у світі налічується близько 325 мільйонів осіб, зайнятих на постійній або тимчасовій роботі в туризмі та суміжних галузях. У результаті дослідження встановлено, що зайнятість населення в різних країнах при мультиплікативному ефекті туризму в кілька разів вище, ніж при прямій зайнятості. Зокрема, у країнах із мультиплікативною ефективністю цієї сфери рівень зайнятості населення на 4,5-11,8% вищий, ніж при прямій зайнятості. Це безпосередньо впливає на створення великої кількості робочих місць у туристичному секторі та суміжних галузях і зумовлено внеском туристичного сектора у ВВП країни та зростанням доходів від туризму.

Ключові слова: туризм, розвиток, фактори, населення, ВВП, доходи, зайнятість

Formulation of the problem. In recent years, the tourism sector has been growing at an increasing pace. At the same time, it should be noted that the growth of the tourism sector is increasing the country's economy and every year has a greater impact on the socio-economic situation of the countries of the world, specifically Azerbaijan. Since, having financial opportunities, the development of personal needs and the manifestation of free time, people

choose to travel to different countries of the world to a greater extent and all this is associated with information opportunities.

It should be noted that the difficult economic and geopolitical situation in the world remains the main factor hindering the recovery to the pandemic state of international tourism [1, pp. 47-48]. An increase in the level of inflation in the world, the aggravation of the war between Russia and Ukraine, a decrease in the supply of grain and grain products to the countries, as well as a sharp increase in oil prices have led to an increase in public spending (on transport and accommodation). This, in turn, affects the decline in the purchasing power of the world's populations.

According to forecasts of tourism experts, in 2022, International tourism may grow by 30-78% compared to the indicators of 2021. But despite this growth, the flow of international tourism will be 50-63% lower than before the pandemic [2].

As for the economic contribution of the tourism sector, in 2021 it brought \$1.9 trillion to GDP. It should also be noted that this figure is 0.3 trillion dollars more than in 2020, but 1.6 trillion dollars less than in 2019, since the arrival of tourist flows in 2019 amounted to 1.5 billion people [3].

The modern tourism industry is developing on the basis of two trends. Such its development is characterized by the fact that it can quickly recover as a result of the impact of foreign economic and political factors and even in unfavorable conditions.

The tourism industry is an industry that plays a significant role in increasing the level of employment of the population. Every 7th workplace in the world, including tourism-related industries, refers to the share of organizations that work in them [4].

The leading tourist markets that form international tourist flows around the world include the markets of Central Europe and Northern Europe, North and South America and Asia. The international markets that receive the flow of tourists from all over the world include the Mediterranean countries Europe, Asia and Africa (Europe); the Middle East (Asia); America and Africa.

In Azerbaijan, as well as in the developed countries of the tourism sector, there are about 38 rare UNESCO World Heritage sites, including registered ones (Ateshgah, Icheri Sheher, Maiden Tower, Shirvanshahs Palace and Mausoleum, etc.) [5].

The Republic of Azerbaijan receives only 0.02-0.03% of the world's international tourist flow [6]. However, these calculations and forecasts show that the country has the ability to receive approximately 10 million tourists a year. 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 by 3.2 times compared to 2019 [7].

This emergency situation led to a decrease in the number of international tourists who took in 2020 around the world by 74% compared to 2019, which negatively affected the access of the population to tourist trips. As a result, the tourism sector faced a loss of income in the amount of 1.3 trillion US dollars, while the recorded losses exceeded the losses from the global economic crisis of 2009 by 11 times [8].

Analysis of modern foreign and domestic research and publications. A plethora of literature reveals the long-term influence of tourism on economic growth. There is no doubt that international travel and tourism comprises a major part of the global economy and is the largest service sector in international trade [9]. The tourism can act as a growth engine by contributing to

GDP growth, job creation, and foreign exchange generation [10]. The tourist services sector significantly affects the development of the national economy. The explores four main models of state regulation of tourism and it possible to substantiate the expediency of using the model of centralized state regulation of tourism [11]. The tourism within the top five sources of international export income for over 80% of countries in the world [12] It is tourism is an important component of the global post-industrial economy [13]. This article reveals the features of the tourism industry from the standpoint of sustainable development [14].

Formulation of the goals of the article. The main purpose of the article is to clarify the impact of tourism and travel on the level of employment in the country based on a comparative analysis of different countries.

The theoretical and practical significance of the article lies in the fact that the data and results obtained make it possible to realize the significance of the topic and the need for its research.

Presentation of the main material. Despite the fact that large-scale work on tourism development has been carried out in Azerbaijan recently, Karabakh was under Armenian occupation until November 10, 2020, because of this, it was excluded from these processes. Armenia, which occupies 20% of Azerbaijani lands, as in all spheres of the economy, has caused serious damage to the tourism sector. One of the important conditions is the creation of tourist infrastructure in the territories liberated from occupation. The tourist potential of these areas is also very rich. It will be possible to fully use the tourist opportunities of Karabakh only if three main factors are taken into account: ensuring security on the territory; return of the population; creation of all necessary infrastructures [15].

From the point of view of ensuring the sustainable development of tourism in the Republic of Azerbaijan, its socio-economic and environmental opportunities are undeniable. The Strategic Roadmap for the Development of a specialized tourism strategy adopted by the state in order to support the sustainable development of tourism in the country reflects its phased implementation in all regions favorable for tourism [15].

The share of the tourism sector in world GDP

The World Organization for Tourism and Travel regularly systematizes the contributions of the tourism industry to the economy in order to characterize the activities of companies in the field of tourism based on the WTO, VSTP methodology.

Based on the data on the share of tourism in world GDP in 2000-2021, it can be noted that compared with 2000, this indicator began to gradually decrease by 2010, and in 2010-2019 it began to grow and reached the level of 2002. But in the conditions of the well-known pandemic in 2020-2021, it sharply decreased and amounted to 5.6-6.2% (Table 1).

The analysis shows that the smallest deviations from 2000 in the share of tourism and travel amounted to 0.3 and 0.4%, respectively, in 2017-2018. And the largest is in 2021 (-5.2%) and 2020 (-4.6%), which is associated with the period of the infectious virus (COVID 19).

Under the current conditions, competition between enterprises engaged in economic activities is accelerating, which, in turn, affects the gradual displacement of large economic entities from the market of enterprises with a small share.

Table 1

The share of tourism and travel in world GDP, %

Years / Indicators	Share of tourism and travel in world GDP, %	Deviation from 2000, (+), (-)
2000	10,8	-
2005	10,0	-0,8
2010	9,3	-1,5
2011	9,4	-1,4
2012	9,5	-1,3
2013	9,6	-1,2
2014	9,7	-1,1
2015	10,0	-0,8
2016	10,3	-0,5
2017	10,4	-0,4
2018	10,5	-0,3
2019	10,4	-0,4
2020	5,6	-5,2
2021	6,2	-4,6

Note: based on [16] compiled by the authors

Thus, enterprises of this type, occupying a dominant position, concentrate the bulk of the market in their hands, and the concentration of production occurs in an unsatisfactory form both at enterprises and in countries. Unlike the companies operating in the 1800s-1900s in the areas of material production, in tourism this process began in the second half of the XVIII century. The concentration of production in the tourism sector has increased dramatically, covering all aspects of related industries. The structure of the tourist market is determined by the concentration of production. The process of concentration in the economy is a global phenomenon. It is caused by the continuous expansion of economic entities in the event of the emergence of oligopolies and monopolies in the market. At this time, large companies acquire greater economic power, increasing their market share [17].

Analysis of the number of real estate objects in some hotel companies in the world

The stage of sustainable tourism development is characterized by the organization of activities of a large number of small enterprises (mainly family-type), as well as stronger and more influential corporations.

Large hotel chains have been formed in the field of accommodation and catering in the tourism sector, operators regularly stand out among tourist companies that organize control over tourist markets, and the air transport market is expanding [4]. Below is the number of real estate objects, the number of countries where their objects are located and the hotel brands of some hotel companies in the world (Table 2).

Data analysis shows that in terms of the number of real estate objects among these hotel companies, the International Marriott is leading, which has more than 7000 objects. There are also 131 countries where their facilities are located and have 30 hotel brands.

Hilton is in second place with more than 6,400 facilities in 119 countries and 18 hotel brands. Despite the smaller number of properties, Hayat Hotels Corporation has more brands than Hilton. Among these hotel companies in the last places are Fairmont (70 objects), Banyan Tree Group (47 objects) and Rixos Hotels (27 objects).

Table 2

The number of real estate objects of some hotel companies, units

No./N	The world's largest chains of hotels and restaurants with accommodation facilities and catering facilities	The number of real estate objects in the largest hotels and resorts	The number of countries where their objects are located	Hotel brands
1	International Marriott	более 7000	131	30
2	Hilton	более 6400	119	18
3	Hyatt Hotels Corporation	более 860	60	20
4	Sheraton	440	70	15
5	Gran Meliá Hotels	380	40	7
6	Le Méridien	111	30	3
7	Ritz-Carlton	109	30	2
8	Four Seasons	100	40	-
9	Fairmont	70	22	1
10	Banyan Tree Group	47	25	4
11	Rixos Hotels	27	7	-

Source: based on data [18] compiled by the authors

From the analysis carried out, it can be concluded that the presence of hotel companies in various countries, which play a key role in the development of the tourism industry, accelerates their worldwide recognition and determines the receipt of a wide range of information about the relevant brands.

The main factors of the development of the tourism market in the world

The development of the tourism industry is influenced by a number of factors. These factors include:

- the growth of the share of inbound tourism in the country;
- reducing the imbalance between the resource provision of tourism enterprises and the degree of its use;
- creation of a new national product and its promotion worldwide;
- increasing state support for the development of local tourism and creating a mechanism for the regular development and implementation of a system of measures in this direction [19].

Thus, the main factors affecting the sustainable development of tourism can be divided into two groups: static and dynamic. Static factors include (climatic, geographical, cultural and historical factors), which do not change over time depending on their significance. Dynamic factors include demographic, social, economic, cultural, scientific and technological progress and international: transition to climate change, inter-country relations, etc.

One of the main factors in the development of the tourism market in the world is the arrival of international tourists, that is, the growth of the share of inbound tourism in the country.

The tourism industry is developing and forming as an intersectoral complex thanks to state institutions and services operating on the territory of the country and associated with it in various forms. These types of relations in the tourism sector include legal, financial and economic, staffing, etc. Since the state support for the development and formation of the tourism sector in Azerbaijan consists in the distribution of equal amounts of vouchers to enterprises by the Trade Union Committee of Azerbaijan in order to stimulate the demand of the population for tourist services. The effectiveness of the state's tourism policy in this direction is determined by

the profitability of the tourism industry and its contribution to the development of the national economy.

The complex of factors determining the formation and nature of the characteristics of consumer behavior in the performance of services provided in the field of tourism can be expressed by the following indicators:

- frequency of tourism;
- advantages taken into account when choosing a tourist center and the geography of tourism;
- the form of organization of the tour at the consumer's choice;
- formation of an idea about the product (brand) of a travel company;
- accessibility and wide awareness of the tourist about the price of the product;
- communicative behavior of a tourist;
- the role of external factors of influence when making a decision to purchase a product [20].

Taking into account the above, it can be concluded that the factors influencing the development of tourism play a decisive role in determining the goals of state regulation and priority areas for the sustainable development of the country's tourism business.

International tourist flow and global arrivals

International tourism is developed in most countries of the European, Asian and American region. An important feature of the international tourism market in these regions is not only due to the fact that favorable climatic conditions are a decisive factor in its development. For example, the number of tourist travelers to Iceland in a year is 3 times the population of the country, and in Andorra, located in the highlands, it is 27 times. Iceland is replete with waterfalls, volcanoes, etc., thanks to this, it was possible to make the tourist sphere popular. It is the compliance of the tourist infrastructure with the standards that largely determines the high level of development of the country's economy [21]. The tourism sector in these regions is developing in many directions: beach, ecological, agricultural tourism and other types of active recreation, tourist products are regularly improved. The variety of agrotourism, comfort and tranquility in the host family create a good feeling among tourists.

The countries of Asia and the Pacific occupy the second place after Europe in terms of the number of international tourists accepted. The reception of tourists in these countries is 0.19-0.25% of the total world tourist flow. Although the share of tourist reception in the region is growing, this indicator is not yet commensurate with the territorial, human, natural, historical and cultural potential of the region [22].

The number of International Tourist Arrivals worldwide from 2000 to 2021 by region is given in table 3.

Table 3

International tourist flow in the regions of the world, million

Regions / Years	2005	2010	2015	2017	2018	2019	2020	2021
America	133,3	151,8	194,1	210,8	216	219,3	60,5	73,2
Asia and Pacific Oceania	154,1	207,5	223,7	323,8	345,6	359,5	52,1	21,1
Middle East	33,7	56,1	64,5	64,2	67,6	73	15,8	19,9
Africa	34,8	50,5	53,9	62,4	66,9	68,1	18,9	29,1
Europe	452,7	490,8	612,1	677,2	716	746	262,2	303
Worldwide total	808,6	956,7	1160,3	1338,9	1,403	1465,1	409,5	446,3

Source: based on the data [16; 23] compiled by the authors

Data analysis shows that in the total number of international tourist arrivals, the share in different regions of the world in 2005 was in America-16.5%; in Asia and the Pacific-19.0%; in the Middle East-4.2%; in Africa-4.3% and in Europe-56.0%. Compared with 2005, this indicator increased in 2010-2019 and averaged -18.3% worldwide in 2010; 43.5% in 2015; 65.6% in 2017; 73.5% in 2018; 81.2% in 2019. Due to the pandemic in 2020-2021, compared with 2005, this indicator has decreased significantly and amounted to 50.6% in 2020 and 55.2% in 2021. This decrease in America was 45.4% -54.9%; in Asia and the Pacific 13.7-33.8%; in the Middle East 46.9-59.0%; in Africa 54.3-83.6% and in Europe 57.9-66.9%.

Among the regions compared, the largest deviation was in Africa (29.3%) and in the Pacific Ocean (20.1%). The increase in this indicator in 2010-2019 compared to 2005 was 62.0% in America; 2.33 times in Asia and the Pacific; 2.17 times in the Middle East; 1.96 times in Africa and 1.65 times in Europe. In 2020, the decrease in the indicator was 45.4% in America; 33.8% in Asia and the Pacific; 46.9% in the Middle East; 54.3% in Africa and 57.9% in Europe, and 54.9% in America in 2021; 13.7% in Asia and the Pacific; in the Middle East-59.1%; in Africa-83.6% and in Europe-66.9% [16]. Thus, the reduction of international tourist flows in 2020-2021 may be justified under the condition of a pandemic that has caused great damage in all sectors of the economy of all countries, including in the tourism sector. If we conditionally assume that on average a tourist will spend \$ 1,000 per trip, then taking into account the multiplier of tourist expenses we have adopted for Azerbaijan, we can estimate it at \$2.4 million [(3170.4-791.8) x \$1,000] per year. In 2020-2021, the dynamics of arrivals of international tourists compared to 2019 is shown in Figure 1.

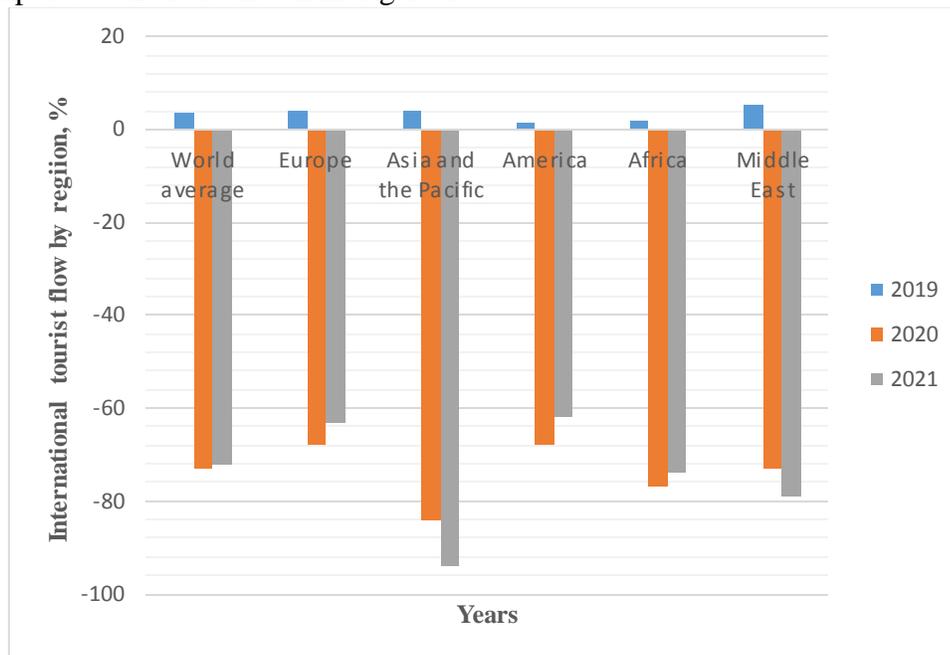


Figure 1. Dynamics of arrivals of international tourists

Source: based on data [12; 16] compiled by the authors

The analysis shows that the global average decrease in the number of international tourists was about 73% in 2020, and 72% in 2021. Also, it should be noted that the largest deviation to

decrease was in Asia and the Pacific in 2020 (-84%) and in 2021 (-94%), in the Middle East in 2020 (-73%) and in 2021 (-79%), America in 2020 (-68%) and in 2021 (-62%), in Africa in 2020 (-77%) and in 2021 (-74%), and in Europe in 2020 (-68%) and in 2021 (-63%). Despite the increase in the comparative indicator in 2021 compared to 2020, the level of this indicator has become much lower than in 2019 (Figure 2).

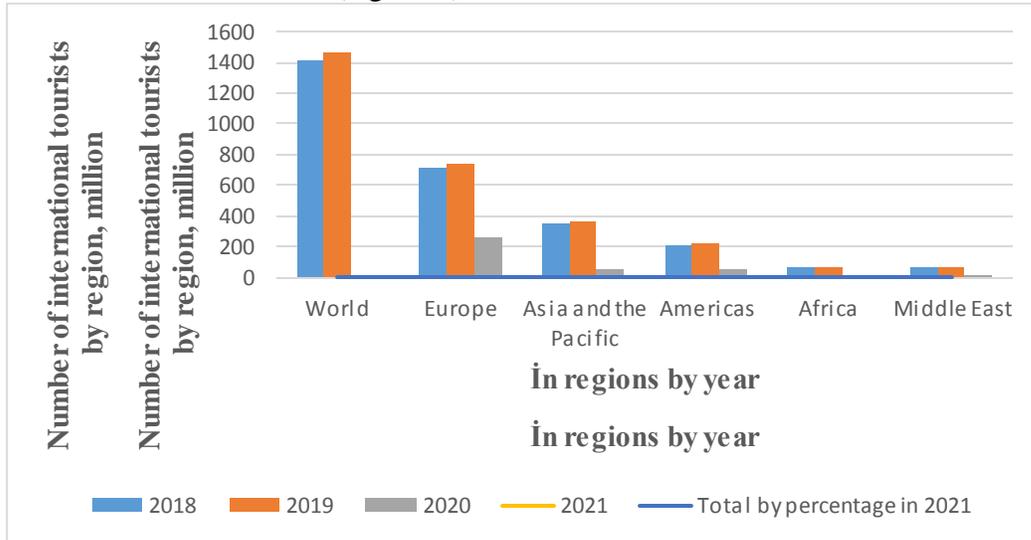


Figure 2. Distribution of international tourists by region, million

Source: based on data [12; 16] compiled by the authors

The main indicator of the development of travel companies is the receipt of money from receiving local and foreign tourists throughout the year. Statistical data and expected possible scenarios show that in 2000-2021, the cash flow around the world also decreased in the years during the pandemic period.

Global receipts from international tourism in 2000-2021 and expected (possible) receipts in 2022-2023 are shown in Figure 3.

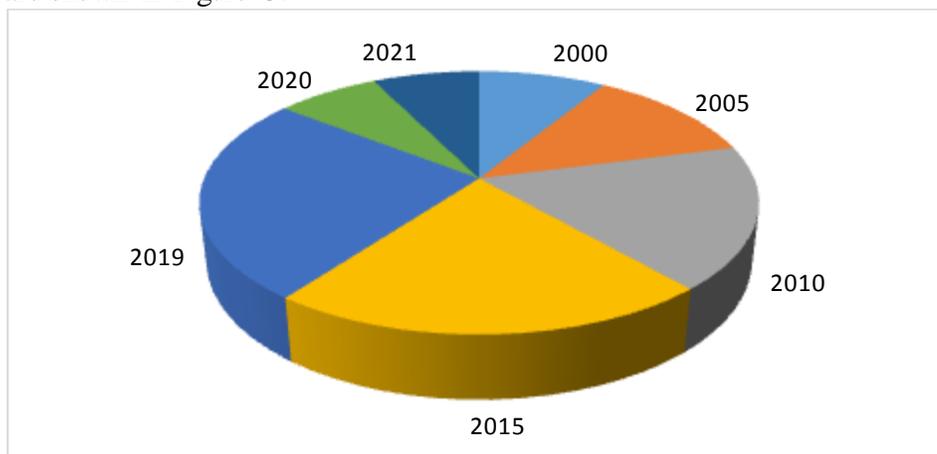


Figure 3. Global revenue from international tourism in the world, trillion dollars

Source: based on data [12; 16] compiled by the authors

The study shows that the global revenue from international tourism in the world in comparison with 2000 has steadily increased until 2019. And in 2020-2021 it decreased due to the number of arrivals of foreign tourists. The increase in this indicator compared to 2000 was from 1.38-2.87 times. And the decrease in 2020-2021 was 81% and 84%.

Based on the above, it can be noted that a sharp decrease in the level of arrival of international tourists in 2020-2021 can be characterized by the fact that the use of various modes of transport between countries (with the exception of air transport in a number of countries) was not carried out due to the closure of land borders.

The impact of tourism on employment

Employment in different countries depends on the legislation adopted in the country and its compliance [24, pp. 2-3]. The tourism industry differed from other sectors of the economy in a number of specific features. Among these specific features, it is possible to distinguish 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. For example, in any travel agency when buying a tourist product on beach tourism about a hotel, beach, etc. they give incorrect information, but the consumer can assess the reliability of the information provided to him, the quality of the service only on the spot when servicing it. These factors, which in many cases are the main ones in advertising, play an important role.

Tourism is actively developing and changing from the point of view of ensuring the sustainable development of tourism in the world. Tourism is one of the industries that can provide a short-term recovery of the costs invested in it and thereby become a platform for creating new jobs.

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. 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 330 million jobs.

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. Thus, 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 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 [25]. 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 [6, p. 21; 25, p. 563-564].

Employment of the population in different countries with the multiplier effect of tourism is several times higher than with direct employment. Even in countries with multiplicative efficiency of this sphere, the employment rate of the population is 4.5-11.8% higher than with 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 and in Azerbaijan -4.46 times higher than in direct employment. This reflects the fact that the tourism sector, along with the creation of jobs in industry, has a direct impact on the creation of jobs in other related sectors of the economy. Employment in the tourism sector varies significantly in different countries of the world [26]. This depends on a number of factors, primarily on the contribution of the tourism sector to the GDP of a particular country and the number of tourist arrivals (Table 4).

Table 4

Employment and the share of employment in the tourism sector of total employment

Country/ Indicators	Employment of the population in the field of tourism,%		
	Direct employment	With a multiplicative effect	The share of employment in tourism from total employment,%
Austria	7,4	19,2	-
France	5,6	13,9	9,4
USA	4,2	11,0	10,7
Germany	3,1	10,2	12,5
Ukraine	1,2	3,6	4,5
Azerbaijan	1,3	5,8	5,3

Source: based on data [2; 16; 27] compiled by the authors

The equation of approximation of the trend of global arrivals from the arrival of tourists in the field of tourism and travel around the world is written as (1):

$$Y=77,68 \ln (x)+717,82, \quad (1)$$

Equation (1) allows us to investigate the quantitative and qualitative characteristics of the arrival of tourists in the field of tourism and travel, directs the studied question to the study of simpler or more convenient objects. This equation shows that the theoretical prices for the number of tourists around the world are relatively close to the experimental prices. This also reflects the adequacy of this model. In addition, the results of the study indicate a long-term asymmetric relationship between the impact of tourism and travel on employment.

From the data obtained as a result of the research, it can be concluded 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.

Conclusions. International tourism increases the importance in the economic development of countries and the country's budget revenues will increase. Financial crises, military conflicts, in particular between Russia and Ukraine, and the recent waves of the pandemic have significantly negatively affected the purchasing power of the population. Therefore, it is absolutely necessary to reverse these negative phenomena and stimulate the growth of national income. At the same time, rapid development of tourism will be achieved in the country, which will have a positive impact on the organization of local and international tourist trips in the countries of the world. Factors influencing the development of tourism play an important role in determining the goals and priorities of the state in the development of tourism. A sharp decline in the level of international tourist arrivals in recent years has been characterized by the closure of land borders between some countries. The results of the study indicate a long-term asymmetric relationship between the impact of tourism and travel on employment.

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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