Prospects of using the tourism potential of the liberated territories from the point of view of ecotourism

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Abstract. The article analyzes the current situation and dynamics of ecotourism in Azerbaijan, the role of national parks in the development of this sector, and the possibilities of using natural and cultural heritage resources for ecotourism. The growing demand for ecotourism on the international tourism market is based on the joint use of the existing potential of natural and cultural heritage, which implies its implementation on the liberated territories. The article shows the importance of ecotourism products offered by Azerbaijan on the international tourism market, especially using the potential of national parks. The potential of natural heritage prevails in the organization of ecotourism corridors. Offering tourists new ecotourism routes increases their attractiveness. The dynamic growth in the number of people using these ecotourism corridors has led to the proliferation of picnic and camping areas in natural areas. The authors have considered the possibilities of using the tourism potential of the vacated lands for ecotourism, eco-cultural heritage tourism, examined the peculiarities of the areas where this type of tourism is spreading and classified them. Ecotourism routes are offered in the region with guidelines for the joint use of natural and cultural heritage. It has been proven that the strategy of transforming occupied territories into green energy zones and planning smart settlements in harmony with nature contribute to the development of ecotourism. At the same time, it was noted that this encourages the development of alternative types of tourism in recreation areas for the joint use of natural, cultural and ethno-cultural heritage in terms of sustainable tourism. The authors have demonstrated the possibilities of opening new ecotourism corridors in the region, the prospects for their marketing, identifying new destinations and reducing the impact of negative factors on the environment in order to support the development of sustainable tourism.

Keywords: ecotourism, outdoor tourism, sustainable tourism, eco-cultural heritage, ecotourism products, ecotourism routes, hiking, trekking, canyoning.

Перспективи використання туристичного потенціалу звільнених територій з точки зору екотуризму

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Анотація. Аналізується сучасна ситуація і динаміка екотуризму в Азербайджані, роль національних парків у розвитку цього сектору, можливості використання ресурсів природної та культурної спадщини для екотуризму. Зростаючий попит на екотуризм на міжнародному туристичному ринку заснований на спільному використанні існуючого потенціалу природної та культурної спадщини, що передбачає його реалізацію на звільнених землях. Показано вагу продуктів екотуризму, пропонованих Азербайджаном на міжнародному туристичному ринку, особливо з використанням можливостей національних парків. Потенціал природної спадщини переважає при організації коридорів екотуризму. Пропонувані туристам нові маршруті екотуризму підвищують їх привабливість. Динамічне зростання кількості людей, які користуються цими коридорами екотуриз-
Introduction

Ecotourism consists of measures aimed at protecting the natural environment, reducing direct and indirect impacts, promoting the well-being of local people and communities, and developing sustainable forms of travel. Internationally, ecotourism is supported by various representatives of society, the world community, and many experts prefer sustainable development of the environment, economic, social and communities in ecotourism. Ecotourism provides effective and economic incentives to increase biodiversity as well as support local development. Ecotourism has developed at a rapid pace on the international tourism market. Although the size of the world ecotourism market has shrunk during the global pandemic process, it was 152.5 billion dollars in 2021 and 185.4 billion dollars in 2022, which means an annual growth of 17.5% in the international tourism market. The average annual growth rate of ecotourism on the international tourism market for 2022-2027 is expected to be 14.5% (Ecotourism Market Size, Share & Trends Analysis Report, 2022). From this point of view, there is a possibility that the ecotourism potential of Azerbaijan will be transformed into an attractive tourism product by using the rich ecotourism and eco-cultural heritage resources of the liberated regions in the development of sustainable tourism. It should also be noted that in the future economic development and settlement of territories liberated from occupation, the use of tourism potential is chosen as a priority, and the organization of tourism recreation zones is planned.

The significance of the concept of ecotourism as a foundation of understanding the prospects for the tourism potential of the liberated territories is due to the global trend of increasing attention to the principles of sustainable development and the formation of a culture of green consumption (Vysotska, et al., 2021; Vysotska & Vysotskyi, 2022). Ecotourism encompasses eco- and eco-cultural heritage and ensures the sustainable development of economic, social and communities. The ecotourism market consists of the sale of ecotourism services by organizations (NGOs, individuals and partnerships) responsible for travel to natural places which conserves the environment, promotes the well-being of local people, and combines advocacy and education. Ecotourism helps protect ecologically sensitive areas and raises awareness of local environmental and social issues. The main types of ecotourism are alternative tourism, responsible tourism, sustainable tourism and community tourism, which are developing faster. Sustainable tourism refers to the sustainable practices of the tourism industry intended to minimize negative impacts and maximize positive environmental impacts (Imrani, et al., 2021; Imrani, et al., 2022). Ecotourism studies show that the number of representatives of the younger generation is increasing among consumers who prefer sustainable types of travel, which can be considered a positive tendency. The researchers grouped the ecotourism segment as the young generation X, the middle-aged generation Y and the older generation Z. The implemented monitoring shows that young people, who are considered to be the X generation, have a more dynamic growth rate in terms of eco and eco-cultural heritage experiences (Fennell, 2020). At the same time, young people’s preference for cultural and eco-cultural activities in ecotourism enables mass tourist flows to tourist destinations. It emphasizes the importance of the environmental factor and peaceful recreation opportunities in middle-aged generation ecotourism, which in turn increases the demand for the creation of tourism products offered by the environment and local communities in the future. Considering the international tendencies in ecotourism, the creation of eco-landscape, eco-cultural, eco-health, eco-ethnic-cultural heritage products in the liberated lands in Azerbaijan will ensure the promotion of community-based tourism products to the people of the region and on the world tourism market. It is possible to transform the ecotourism potential of the region into sustainable tourism products with the common use of ecological and cultural heritage that can promote the development of international tourism.
The main purpose of the article is to evaluate the possibilities of using the natural, cultural-historical, ethno-cultural heritage of the liberated lands in the tourism sector and developing alternative tourism types.

**Material and Methods**

In the sustainable tourism development concept of the UNWTO, the aspects of sustainable tourism organization, the main guiding principles and management practices are given a lot of attention. Management practices in sustainable tourism attract attention with their applications in all types of destinations, including mass tourism and various tourism segments. Sustainability principles relate to the environmental, economic and socio-cultural aspects of tourism development and an appropriate balance must be struck between these three aspects to ensure its long-term sustainability. The factors that ensure sustainable development can be grouped as follows:

1. Optimum use of ecological resources, which is the main element of tourism development, supporting basic ecological processes, helping to protect natural heritage and biological diversity. Here, ecotourism is based on models of efficient use of resources, which is a factor of environment-human-sustainable development (Making Tourism More Sustainable, 2005, p.11).

2. Respecting the socio-cultural identity of local communities, protecting their established cultural heritage and traditional values, promoting intercultural understanding and tolerance. It is noted that the development of the tourism industry not only in terms of large companies and holdings, but also involving the support of communities in ensuring sustainability in ecological tourism plays an important role (Making Tourism More Sustainable, 2005, p.12).

3. Providing social and economic benefits, including equitable distribution of resources, stable jobs and income-generating opportunities for all stakeholders, as well as a variety of services for communities and contributing to poverty reduction, to ensure the economic, long-term sustainability of tourism. Here, economic-social development is replaced by environmental models based on the analysis of stakeholders, and hard and soft ecotourism regulation possibilities are developed. Achieving sustainable ecotourism requires continuous monitoring of impacts and preventive or remedial measures as needed (Making Tourism More Sustainable, 2005, p.12).

In general, the opinions of experts on the concept of ecotourism development include biodiversity, climate changes, dealing with and minimizing plastic waste, modern energy solutions in hotels, and being sensitive to the environment. As a second aspect, there are methodological approaches to linking economic and social development with sustainable ecotourism. The practice of using together the environmental, economic and social effects of tourism is specifically mentioned here. This approach focuses on the harmonization of the economic effects of tourism with the environmental effects, and the economic and ecological changes of social factors.

When the term ecotourism was coined in the mid-1980s, the role of the tourism sector in environmental protection, sustainable use of resources and socio-economic equity were specifically mentioned in the explanation of this term. As a concept, ecotourism is defined as the ethical and equitable distribution of economic benefits and visits to natural areas (Donohoe and Needham, 2006). Ecotourism is an environmental protection strategy that preserves ecosystems and contributes to sustainable regional development. Unfortunately, it is difficult to give a standard definition as the content of ecotourism is not fully defined, but when it needs to be defined, the following characteristics are usually referred to: nature, conservation, education, culture, benefit, ethics (Donohoe and Needham, 2006).

Honey says ecotourism should be low-impact, educational, ecologically and culturally sensitive travel that benefits local communities and host countries. However, the theoretical benefits of ecotourism for host countries, communities and conservation projects are controversial (Honey, 2008).

Although organizations approach the essence of ecotourism from different angles, each of them has essentially reached the same conclusion. Therefore, the UNWTO definition of ecotourism states that ecological tourism includes any kind of nature tourism where the main motivation of people, population groups or tourists is to watch and enjoy nature. According to the theory of another organization related to tourism and environmental protection - the World Wildlife Fund, ecotourism is a type of tourism aimed at protecting nature.

Especially with the environmental movements that started to gain momentum in the 1970s and accelerated in the 1980s and the increasing negative consequences of tourism, new solutions began to be sought. Ecotourism developed as part of the environmental movement in the 1980s. With the emergence of concerns about mass tourism, interest in the environment has doubled. According to some, this increases the demand for nature-based experiences in natural areas. Underdeveloped countries have adopt-
ecotourism as a way to achieve both conservation and development goals (Nazmiye, 2006). Developments in mass tourism, environmental problems and alternative tourism increase academic interest in ecotourism. It starts with a detailed explanation of what is being discussed. According to those who defend ecotourism against mass tourism, ecotourism is an alternative type of tourism for the sustainability of nature as against the negative environmental effects of mass tourism. Understanding the prospects for using the tourism potential of the liberated territories also requires the use of the concept of geographical determinism (Vysotskyi, et al., 2022), which involves taking into account geographical features in the study of technological capabilities of tourism in Azerbaijan.

Analysis of the literature

The analysis of resources and literature in the field of ecotourism shows that one of the main reasons for the emergence of initiatives such as ecotourism is the understanding that the way to ensure sustainability and development in the tourism industry is to protect and develop resources (Honey, 2008). In the scientific literature there are various ideas about the organization of ecotourism, which, expressed in a generalized form, are founded on the understanding of the negative effects of mass tourism; deterioration of tourist attractions; emergence and spread of the concept of sustainable tourism; the need to increase profits by spreading tourism throughout the year; organization of consumer activity; the emergence of the need for expansion in the tourism market; development of alternative tourism; development of community-based tourism; pressure from international environmental initiatives and increasing amount of legislation; increase in tourist demand for nature; the need to increase the sensitivity of tourists to nature and the environment and to educate them on this subject.

Queensland classifies ecotourism as «environmental ecotourism» and «popular ecotourism» based on the number of people taking the tour. Ecological ecotourism is travel in groups of less than ten people to remote areas without the use of modern means of transport (Brightsmith et al., 2008).

In their work on conceptualizing a comprehensive model, Weaver and Lawton state that it would be useful to distinguish ecotourism from the early years of the era as ‘hard ecotourism and soft ecotourism’, which are considered both theoretically and empirically. Hard ecotourism is a small-scale, ideal ecotourism activity. This requires individuals to have a deep long-term interaction with nature and a strong environmental commitment. Despite these differences, the common feature of both should be that they contribute to economic sustainability and provide a high level of tourist satisfaction (Fennell, 2020). In another study, ecotourists were divided into three groups based on 37 factors related to ecotourism behavior. A «harder» ecotourist will show a high level of environmental commitment and a closer experience with nature, while a «softer» ecotourist will show less commitment to experiencing the environment and nature. On the other hand, the «holistic/structural ecotourist» is considered to be more associated with mass tourism in terms of features such as the level of desire for guided tours, services, facilities and information, and also shows high commitment (Nazmiye, 2003).

Discussion

Analysis of the current situation of ecotourism in Azerbaijan shows that national parks and ecotourism traditions have an important role in making tourism more active and in determining new directions. There are 10 national parks, which make up 5% of the country’s territory. In addition to national parks, specially protected areas make up 10% of the country’s territory, including 10 state reserves and 21 protected areas (Azvision). At the same time, cooperation with international specialized organizations is carried out to organize a biological reserve on the base of Zagatala Reserve. Although the development of ecotourism in the country is directly related to national parks, it can be noted that it includes many outdoor tourism activities. These include rafting in Gabala region, Gizilaghaj, visiting Aghgol, Absheron, Shirvan National Park, Beshbarmag, Sangi Mugan in the Caspian Sea, the Boyuk Zira Islands, Goygol in Goygol region, Lake Maral, diving in the Nohurgishlaq lake in Gabala region, paragliding in Shusha and Nakhechivan, while adventure, trekking and hiking routes covering different regions can be mentioned. In addition to the organizations created for these outdoor tourism activities, ecotourism products are also offered to tourists.

Goygol, Shahdag, Hirkan, Absheron, Aghgol and Shirvan national parks are the most visited national parks in Azerbaijan. The number of visitors to the national parks for ecotourism purposes in the country exceeds 200,000 and has been increasing dynamically since 2018. Thus, 80,384 tourists traveled to the national parks in 2018, 98,837 in 2019, 41,168 in 2020, 195,015 in 2021 and 186,359 tourists in nine months of 2022, of which 86.3% were domestic tourists. 63.6% of the visitors to the national parks travel for nature walking, 20.7% for recreation and enter-
tainment, 14.3% for recreation-health and 0.9% for cultural tourism. It should also be noted that the large number of people who come for ecotourism ensure their dynamic development.

Karabakh and Eastern Zangezur have very rich natural heritage resources. Due to the natural heritage resources, there are all possibilities for the development of ecotourism, mountain tourism, winter tourism, hunting tourism and health tourism. The concepts of tourism development strategy in the regions that survived the occupation were developed by the State Tourism Agency. Karabakh’s location in the Lesser Caucasus Mountains, the special potential of its geographical location and natural heritage examples encourage the use of attractive tourism resources and significant development of tourism potential. For this purpose, the historical places, nature and ecological potential of the region should be preserved and restored, and contemporary tourism conditions should be created by implementing the goals set by international tourism organizations. It should be noted that the serious measures taken to make Karabakh a safe zone will lead to the formation of a tourism infrastructure in this region and its dynamic development. Attention can be drawn to the following aspects for the use of the natural and cultural heritage of the region in terms of ecotourism:

**Relief and geomorphological monuments that are important for ecotourism.** According to the topography of the liberated areas, 34% of them are mountain slopes and plains, 46% are central mountains and the rest are high mountains. Due to their geomorphological structure, the mountains consist mainly of steep slopes and canyon-like valleys. The relief features of the area allow it to be used as a source of ecotourism to support many outdoor activities. Among the areas with favorable conditions for ecotourism activities due to relief and geomorphological features are the canyon-like, travertine Tutgun river valley in Kalbajar district, the Hochaz mountains in Lachin district, mountainous areas in Hovavend district’s Hadrut region, Shusha and Tashalti regions. Favorable conditions are available for outdoor tourism activities such as mountaineering, paragliding, hiking and canyon crossing.

**Vacation destination in terms of ecotourism-climatic resources.** The climatic resources and bioclimatic factors of the region create favorable opportunities for the development of various types of ecotourism. In other words, in addition to the vertical climate zone, there are several other climate types. The plains and foothills are dominated by a semi-desert dry desert climate with mild winters and dry summers, and the average annual temperature reaches 14°C. Comfortable climate indicators are observed here in spring and autumn. This climate zone includes Fuzuli, Aghdam, Jabrayil, Zangilan regions (Geography of the Republic of Azerbaijan, 2016). The development of ecotourism is possible through the common use of natural and cultural heritage, which will encourage the formation of theme parks and eco-cultural centers to be created in the future.

In the foothills and mid-mountain parts of the region, the climate type is dry and cold in winter and moderately humid in summer, and comfortable climate indicators are present more often in summer. It should also be noted that the mentioned climate characteristics and microclimatic indicators are conducive to the development of nature, recreation and health tourism together with ecotourism. The mentioned climatic features are also common in other regions besides Kelbajar and Lachin regions. The cold climate type in the region, which is dry in winter, cold and cool in summer, occupies a wide area in the highlands, most of which are located in Kelbaceer and Lachin districts. This climatic zone is suitable for the development of mountain sports and winter tourism.

**Important hydrological monuments in terms of ecotourism.** Among the hydrological monuments in Karabakh and Eastern Zangezur region, more than 20 waterfalls, canyons in the valleys of the Tutgun, Tartar, Hekari, Shalva rivers, the presence of goldfish in the streams and the fact that the streams are full of water all year round are considered ideal for ecotourism (Geography of the Republic of Azerbaijan, 2016). Rafting, canyon crossing, fishing and other outdoor tourism activities can be carried out in the Hekari, Bargushad, Tartar, Tutgun river valleys. A number of ecologically important lakes in the districts that survived the occupation - Boyuk Alagol, Kichik Alagol, Zalkhagol, Garagol, Janiligol, Ishigli Garagol in the grasslands of Kalbajar and Lachin districts are considered ideal areas for the development of ecotourism. The presence of goldfish in the lakes here, the surrounding mountain meadows, extinct volcanic cones, minerals and hot springs make up a magnificent natural landscape. It is suitable for outdoor tourism activities such as hot air ballooning, paragliding, hiking and trekking, fishing, camping, enjoying the cultural and ethnic heritage.

**An exotic forest landscape that is important for ecotourism.** The importance of exotic forest landscapes and rare plant species in tourism. Forests cover 22-25% of the territory of the region, the main part of which belongs to the districts of Khojavend, Shu-
sha, Kalbajar, Tatar, Khojaly and Lachin (Geography of the Republic of Azerbaijan, 2016). The presence of rare plant species in the forest landscape allows them to be used for ecotourism. As an example of these, the forests of Lachin district consisting of red oak trees are found in the Lachin Protected Area and Hajishamli forests. Despite the destruction by the Armenians, a small part of these forests is preserved. These forests are suitable for ecotourism and can be included in tourism routes.

Hazel forests of Kalbajar region are common in Zulfugarli, Aghdaban and Tutgun river valleys. It is also possible to come across several hundred year old cypress, linden and oriental oak trees in these forests. Although the mentioned forests are subject to Armenian vandalism, they can be used for ecotourism purposes and are capable of self-recovery.

The Topkhana Forest in Shusha district is rich in oak and valley trees. Although it has been subjected to Armenian vandalism several times, it is currently possible to expand the extent of forest within its territory. 100 kg of acorns have been planted by MENR in Topkhana Forest and new saplings will be planted to create conditions for forest restoration and ecotourism use.

Araz, Georgian oak and beech trees belonging to the arid forest landscape of Gubadli district are also found in the Gubadli Reserve and other parts of the district. The arid forest landscape consists of endemic plants, the use of which is increasing in terms of ecotourism. Arrangement of the National Park, which covers a wide area at the base of the Kokaychay, Karagol, Gubadli, Lachin and Tashalti reserves existing within the region, will facilitate the use of the existing potential for tourism purposes. Currently, the available natural resources of these reserves and sanctuaries are being evaluated, which will allow us to determine the possibility of using these resources for tourism. In the process of expanding the area of the Beshitchay Reserve, oriental plane, oak and plane tree seeds were planted and trees suitable for local climatic conditions were planted. It should also be noted that goldfish larvae were introduced into the river of the same name in the Beshitchay Reserve, which will allow the species to spread over a wide area to reproduce. The oriental plane forests (Platanus orientalis) in the Temizchay Conservation Area were affected by Armenian vandalism and their available area was reduced by half. Currently, the restoration processes of the reserve have been started and scientific research studies are carried out. In addition to the oriental plane tree, the spread of forest fauna and flora species in the reserve area is increasing its importance in terms of recreation and tourism. Afforestation and the creation of new theme parks will encourage the use of ecotourism.

Tashalti State Nature Reserve, created around the city of Shusha, was once formed as an attractive place with the most beautiful and fascinating nature and historical monuments of Azerbaijan. The territory of the reserve includes Topkhana Forest, Kirs mountain region and Jidir plain. There is also «Khan Cave» natural monument in the region.

Restoration of our specially protected natural areas for the protection of biodiversity in our liberated areas and the creation of a new national park (or parks) category in Turkey are among the issues on the agenda for the development of ecotourism.

The richness of the region’s vegetation, the abundance of medicinal plants and fruits, and the spread of beekeeping in the future will create conditions for the spread of phyotherapy and the growth of ecotourism opportunities. There are more than 500 plant species in the region, of which about 50 plant species and fruits are of phyotherapeutic importance. 85% of the flora species distributed in the Caucasus are found in the regions that survived the occupation (Geography of the Republic of Azerbaijan, 2016). It can be said that the fact that many of the plants have medicinal value is promising for the development of eco-health tourism. The presence of a rich medicinal flora in all mountainous and foothill areas of the region allows for its packaging and production of phyto-teas in the future.

Caves of importance in terms of ecotourism. For the development of cave tourism, about 20 large and small caves can be found in Karabakh and Eastern Zangezur regions. The main caves in the region are scattered in Shusha, Hocavend, Kalbajar and Lachin districts. The main caves are Azykh, Taghlar, Dashalti, Shusha caves, Zar, Baslibel, 8 caves in Shusha district, Sadinlar, Baygara, Hochaz, Garanlig cavern in Lachin district (Dargahov et al., 2021). Zar cave is located in Eastern Goyhce mountain range, in the village of the same name in Kalbajar district. The archaeological finds in the cave belong to the Upper Paleolithic period.

Taghlar cave is located 3 km west of Azykh cave in Yukhari Taghlar village. More than 8,000 stone products and more than 600,000 bones of hunted animals have been found in the cave. The fact that the cave is surrounded by an exotic forest landscape increases its touristic importance.

Azykh cave is located on the left bank of Tugh trench and Guruchay, a most scenic and healing area. The depth of the cave, whose main part consists of walkable steps, reaches 120 m in places. There are 6
floors consisting of centers where special transitions are provided. Paleolithic jawbones, tools, fauna and hearth remains have been found in the cave. The cave is surrounded by an eco-forest landscape, which increases its tourism importance.

Shusha cave camp is located in the Tashalty river valley, whose history dates back to the Stone Age. The cave consists of a special room where few people can fit. This cave, called Khan’s cave, is located at an altitude of 1400 m on the road from Tashalty to Shusha. This cave, which is clearly visible from the outside, is suitable for speleotourism.

Tashalty Cave is formed of natural limestone and obsidian rocks in the middle of the river with the same name. It is also considered to have been formed from lava that was released during a volcanic eruption. Remains of various domestic and wild animals are found here. Water dripping from the cave creates an exotic umbrella waterfall. The presence of an exotic landscape and umbrella-shaped waterfall around the cave increases the importance of the cave in terms of ecotourism. In the future, within the scope of ecotourism, it will be possible to organize a speleotourism route that may include approximately 20 caves in the regions of Khojavend, Shusha, Kalbajar and Lachin.

Table 1. The development model of ecotourism in the liberated areas

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<td>RESTORATION OF TERRITORIES LIBERATED FROM OCCUPATION</td>
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<td>Selection of suitable destinations for ecotourism</td>
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Opportunities to transform cultural heritage into an ecotourism product. One of the factors that enable the development of ecotourism in the region is related to the possibilities of transforming the cultural heritage into tourism products. Examples of the area’s archaeological heritage include ancient settlements, urban ruins, and «hill» archaeological specimens mostly used by the population. As an example, we can mention many ancient settlements and archaeological remains in Aghdam district. Kerimlihill (Evyazli village), Namazlihill settlement (Kablahuseynli village), Shomuluhill (Mirashelli village), Yolkesanhill (Alibeyli village), the ancient settlement in Azykh and Taghlar caves in Khojavend district and areas with settlement traces of Khojaly-Gedebe culture can be mentioned. It is possible to include these archaeological monuments in tourism routes to transform them into tourism products. In addition, it is possible to use the mentioned archaeological artifacts in the presentation of ethno-cultural heritage and in the preparation of tourism products related to it (Gasimli et al., 2022).
Conclusions

It should be recognized that in the development of ecotourism in the region, it is more appropriate to present the approach in several stages. In the first stage, the determination of the ecotourism potential consists of the selection of destinations and the determination of areas of expertise. The second phase consists of the restoration of the liberated areas, primarily aimed at providing employment to the future resettled population. In terms of ecotourism, first of all, the formation of community-based tourism provides employment opportunities. The third phase includes post-rehabilitation development elements, consisting of management improvement and the development of clusters within the TRZ. At this stage, the TRZ consists of zoning, traveler planning, continuity management, and business planning for tourism business development. In addition, priority will be given to the creation of new tourism products to ensure the profitability of the TRZ. At the fourth stage, the preparation of business plans and tourism products for various types of tourism in the TRZ, the organization of marketing and PR are chosen as the main direction. At the same time, the creation of agro-social, eco-cultural, eco-health, ethno-cultural tourism products in the organization of ecotourism zones will ensure the economic and social profitability of the region.

The development of multi-purpose tourism routes as a result of the ecotourism analysis of the liberated areas in region will allow us to attract incoming and domestic tourists. Considering the tourism potential of Karabakh and the surrounding regions, it is possible to organize routes covering eco-cultural, cultural-archaeological heritage, traditional and historical heritage and natural heritage. In terms of ecotourism, the following tourism routes can be offered in the region:

Ahmedbeyli-Fuzuli-Hadrut-Tugh-Azykh. It is possible to present more than 20 cultural-historical heritage, exotic landscapes and natural monuments on this route. The route in question has convenient opportunities for outdoor activities such as hiking, adventure and speleotourism. In addition, the fact that the historical and cultural heritage on the route can be presented to tourists increases its attractiveness.

Ahmedbeyli-Dashalti-Shusha tourism route. There is a historical culture reserve on this route, and the presence of dozens of historical architectural and cultural heritage examples in the interior increases its attractiveness. Along the route, there are many natural monuments, historical sites, caves, etc. It has its distinctive attractiveness. At the same time, there are favorable conditions for paragliding, hiking and speleotourism. The fact that all 17 neighborhoods in Shusha have their own history and culture, which is convenient for organizing culturally-insightful sightseeing tours. The revitalization of the mentioned route will be more attractive in terms of both foreign and domestic tourism. Currently, bus services to the city of Shusha are planned four times a week and the continuous increase in interest will be an important direction in terms of tourism.

Goygol-Toghana-Kalbajar-Zulfugarli-Istisu eco-health tourism route. More than 20 natural monuments along the route, numerous healing spas, exotic landscapes, natural monuments and cultural heritage examples are among the factors that increase the attractiveness of tourism here. There are opportunities for hiking, speleotourism, mountaineering, photo safari, adventure ecotourism. On the ecotourism route in question, deep river canyons from hydrological monuments, opportunities to use the Tungunchay for rafting and waterfalls are considered as ideal areas for active tourism. The presence of sculptures, around 10 historical-archaeological monuments and architectural examples among the cultural heritage examples increases the attractiveness of ecotourism. The clean oxygenated air of Kalbajar, its lakes and the presence of natural golden river fish are considered the main features of the route. The development of beekeeping farms in the region, the traditional heritage and examples of local cuisine offered by the local people after their return will provide additional attractions for tourists.

Guzanli-Aghdam-Garvand-Shahbulag-Khacin Reservoir cultural and natural heritage route. Historical-architectural monuments, forts, lookout points, ancient mounds and settlements along the route, natural monuments in the village of Gulabli and a mosque in the city of Agdam, etc. are considered as the main sources of attracting tourists. The large number of people currently traveling on Baku-Aghdam bus route will play an important role in attracting local and inbound tourists to this region in the future. Along with the historical and cultural heritage, the exotic landscape, natural monuments near Khachin Reservoir and viewing of the surrounding areas from the observation point are considered attractive factors of the route.
References


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