

КАСПИЙСКИЙ РЕГИОН: ЭКОНОМИКА И ЭКОЛОГИЯ

TRANSPORT SERVICES IN THE TOURISM MARKET OF AZERBAIJAN

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Key words: transport service, types of transport, transport service in Azerbaijan, transportation of tourists, transit countries, international routes.

The relation of the tourism with the transport in the modern period is considered one of the main directions of its daily activity. From this standpoint, the modern transport is amongst the factors stimulating the widening of the cultural and the tourism relations besides the growth of the economic contacts among the countries.

Despite the role of the transport services in the international tourism transportations are higher, 14 % of the profits arisen in this sector falls in the share of the tourism. As to the air transport, this indication reaches 25–30 %.

According to the information provided by UNWTO for 2006, 45 % of the foreign tourism falls to the share of transportations and 43 % to the motor transport. As the comparative analyses with the former years indicates, that the share of the air transportations is growing more and more in comparison with other kinds of transport. And the reason is related to the growth of the inter-continent and inter-sub-regions tourist transportations. In the last years, the development of the tourism in the Eastern Asia countries and growth of interest in this kind of activity stimulated the directing of the flow of tourists from Europe and America towards these countries and increased the quantity of transportations by the air transport.

The motor transport in the internal tourism in the majority of countries has the leading role. So, accordingly 63 %, 54 % and 48 % of the internal tourism flow in Europe, the USA and Russia fall to the share of the motor transport.

The transport sector of Azerbaijan consists of roads existing inside and having transit significance. The favourable geographical position of Azerbaijan, location in the international transport junction created favourable condition for the development of all kinds of transport means. These areas of transport exerted considerable influence on the development of the transport system between the Eurasian countries, besides the unique inter-republican transport system.

The development of the tourism industry and organization of excursions in Azerbaijan are conducted mainly through the motor transport. The motor transport carries out 86 % of the passenger transportation in the country. As well, more than 84 % of the internal tourism in the country and those departing for the rest use the motor transport.

The preference of the motor transport than the other kinds of transport and the tourist significance includes:

- high speed in comparison with the railway transport and the insignificance of the time loss;
- the opportunities of being acquainted with the surrounding territories in the case of travel with the comfort tourist buses, having rest in the motels and camping;
- the possibility of resting and staying in any interesting excursion object, besides considerable significance in organizing of excursions;

- the opportunities of tourists to be acquainted closely with the environment;
- the availability of visiting several tourism objects within the excursion time.

Taking into account the considerable significance of the motor transport in the tourism, it is important that roads have to meet the international quality standards. So, 18,5 % of the highways in Azerbaijan is with asphalted-concrete cover, 20 % with back cover, 46,7 % with road metal cover and 14,8 % consists of the unpaved roads.

As the analyses of the mentioned figures indicates that this technical condition of the highways doesn't give opportunity for the movement of vehicle with high tonnage. The intensity of the Lorries' flow in the territory of Azerbaijan is increased as a result of integration of the country into the Europe and Asia, the majority of them is carried out by the high tonnage vehicles. The passage of the high tonnage Lorries through the transit roads causes the demolition of these roads.

Besides, despite the asphalted roads are laid partially in the developed tourism centres, the motor transport lines carrying to the recreation zones distinguishing by the natural monuments and the landscape exotic objects include mainly the unpaved and road-metal roads. The majority of the roads leading to the rest centres consist of roads of the local significance, which belong to the lower categories of quality. So, as the analyses made by us indicate that despite 12 % of roads leading to the tourism centres is of the first category, 63 % of them include roads of lower category.

The length of highways of the local significance within the country is 17 thousand km. 10 % of them are covered by the asphalted concrete. Despite the last years the main part of roads leading to the developed rest centres is covered with asphalt, the majority of them belongs to the road covers of the fourth category. Especially, the restoration of the asphalted cover roads leading to Yalama-Nabran tourism region located on the shore of Caspian sea will provide the speed flow of the local and foreign tourists to the region.

It must be noted that the growth of the budget funds allocated to the restoration of the infrastructure fields within the last years, including the highways and reconstruction of the transit roads will give impetus to the development of tourism regions.

The total length of highways in Azerbaijan is more than 25 thousand km and in each 1000 km² embraces 286,3 km roads with hard covers.

As per these indices, Azerbaijan is more developed than the majority of CIS countries. There are some differences between the regions by the length and density of the highways. So, Ganja-Gazakh, Absheron and Aran economic districts distinguish by the length and density of highways. So, the length of the main highways in Absheron is 573 km, 11,2 km per 100 km², in Ganja-Gazakh is correspondingly 1590 km, 30 km per 100 km², in Shaki-Zagatala 1921 km, 21,8 km per 100 km², in Lankaran 2502 km, 41,7 km per 100 km², in Guba-Khachmaz 1883 km, 26,9 km per 100 km², in Nakhchivan Autonomous Republic 1419 km, 25,1 km per 100 km².

As the analyses of the highways indicate that despite their density in Azerbaijan is higher, their quality is lower. The preference of the metal-road and unpaved roads in the villages and districts causes some problems in organization of excursion. For example, the main part of highways leading to the famous rest centres of Shaki-Zagatala region includes road-metal and unpaved roads. The roads leading to the tourism centres of Khaltan, Jimi, Khasi and Pirbanovsha, the well-known water sources of Guba is mainly of road-metal and considered dangerous. The key objective reason of it is that these roads pass through high mountains distinguishing by the landscape exotics and the complicated relief that on the other hand the mentioned territories are not covered with asphalt and they are not maintained from technical point of view. Within the last years based on the negotiations conducted by and between the Azerbaijan government and the UK companies, including the Asian Development Bank there are planned constructions of iron bridges in the roads of villages, which are not expensive that will cause the increase of the tourist flow per year to the tourism centres.

The roads constructed from the main-line trackages towards the rest centres are mainly one-sided and narrow. The tourism objects located in the mountainous territories are

built the asphalt road as the relief is very complicated. Generally, the highways leading to the rest and tourism centres include following districts.

1. The Ganja-Gazakh economic district: Goranboy-Naftalan, Ganja-Dashkasan-Khanbulag (47 km), Ganja-Hajikand (42 km), Hajikand-Goygol (Khanlar) (6 km).

2. Shirvan economic district: Shamakhi-Chukhuryurd-Pirgulu (25 km), Ismayilli-Lahij (29 km), Shamakhi-Basgal-Bado, Shamakhi-Madrassa.

3. Shaki-Zagatala economic district: Gabala-Nohurgishlag (6 km), Gabala-Bum (12 km), Shaki-Markhal (8 km), Gakh-Ilisu, Shosse-Ilusu, Shaki-Zagatala-Koshqachay (10 km).

4. Lenkoran economic district: Lankaran-Lerik (14 km), Masalli-Lankaran (18 km), Masalli-Gariblar-Gizilavar (16 km), Masalli-Arkivan (10 km).

5. Guba-Khachmaz economic district: Gabala-Khudat-Yalama (65 km), Khudat-Nabran-Yalama (40 km), Guba-Gonagkand (46 km), Guba-Gachrash (12 km), Davachi-Yeddigol (16 km), Gonagkand-Khaltan, Davachi-Galaalti-Zagli (23 km), Guba-Khinalig, Guba-Afurja.

6. Nakhchivan Autonomous Republic: Babak-Vaykhour (10 km), Babak-Sirab (14,5 km), Ordubad-Paragachay-Ordubad National park (44 km), Nakhchivan-Asabukahf, Nakhchivan-Ilandag.

The mentioned highway lines leading to the rest and tourism centres on the regions include mainly the one-sided roads with asphalt cover belonging to the III and IV categories. The aforementioned highways need in restoration and reconstruction.

It is important to have two-sided roads leading to the centres of rest of population within the seasons. The Khudat-Yalama, Guba-Gachrash-Afurja, Ganja-Hajikand-Goygol (lake), Masalli-Gariblar, Gabala-Durja, Gakh-Ilisu roads need in widening that the key reason of it is that these points include the most attended places within summer.

The fact of sorrowful situation of the roads leading to the tourism regions of the country from the districts centres is considered as the main factor hindering the tourism flow. So, the Gonagkand-Khaltan-Khasi, Gabala-Durja, Gabala-Laza, Gusar-Laza and other roads need in restoration and construction of asphalt covers.

The ruinous and dangerous situation of roads leading to the territories, the natural monuments distinguishing by their landscape exotics are used rarely, despite they are included to the tourist itinerary. The fact of regular use the motor transport means in the internal tourism of our country and using the highways of the local and all-republican significance by the motor roads are "a must". Besides, the determination of paths in the roads leading to the natural monuments and possibilities of use the other transport lines have to be taken into account.

Despite the railway transport doesn't play considerable role in the tourism transportations, it is used frequently for the rest of Baku city population within very short term in the summer months. Despite the railway transport falls behind the motor transport for the time lost, the railway line of 373 km in Absheron serve the passengers on more than 30 stations. In the seasonable term, the persons departing for the banks of sea (beaches) use the electric trains of Absheron. The length of railways in the country is 210 km; 68 % of them include main line and 32 % additional railways. 54 % of railways within the country are electric base. The average density per 1000 km² of railways is 21 km. As to the provision of the population with the maritime roads, in Absheron economic district it includes 63,2 km per 1000 km² in Absheron economic district, 17,2 km in Ganja-Gazakh, 32,4 km in Aran, 21,5 km in Guba-Khachmaz, 27,9 km in Shaki-Zagatala. The intensity of railways in Absheron economic district is related to the development of the oil industry and the industrialization. In 50–70s years of the XX century, the rapid development of settlements and villages around Baku city caused the construction of electric base railways.

18 railway stations carry out their activity in Absheron that the main part of which aims at connecting Baku city with villages and settlements of Absheron economic region. The role of Absheron circle electric ways in the passenger transportations during the last years has been reduced. And the reason of which is that the electric trains don't meet the sanitary-hygienic rules and the lower level of the comfort circumstances for the passengers.

Approximately 13 % of the tourism transportations of Azerbaijan uses the railways transport which main part falls to the share of Absheron run-around railway lines. At the same time, part of tourists passing through Baku, Ganja-Gazakh, Balakan and Zagatala direction uses the railway transport. The tourists departing for the rest centres of Ganja-Gazakh region from Baku use the high-speed train of Baku-Ganja with all comfort conditions. Besides, the country citizens, using the train Baku-Gazakh-Agstafa-Tbilisi depart for Georgia as tourists.

The putting into operation of the new high-speed trains in the Azerbaijan railways, creating of the comfort condition in the run-around electric trains of Absheron may cause the involvement of the tourists. Besides, the allocation of the tourist trains in the railway lines carrying out their activity in the various directions of the country and creating of the conditions meeting the international standards in these trains may contribute to the development of the internal tourism. For the comparison we have to note that the trains departing for the Swiss tourism regions are attached the separate tourist cars. The tourist trains have all services rendered in the mini-hotels that create favourable conditions for tourists from the point of view of exotic excursion. Presently this type of entertaining tourist train is servicing the children in Baku zoological gardens.

The main importance of the water transport includes its convenience, the variety of the rendered services and the availability of large possibilities for the rest. The preference of the water transport for the tourism includes:

- the cruises are preferable than the other kinds of transport from the convenience and comfort points of view;
- the cruises give opportunities of travel of the short term in the cities located near the water basin passed by them;
- while travel with the cruises, the tourists are provided with entertainment, rowing and the diving services being under water travel;
- we can strengthen the tourist flow by connecting the comfort and entertainment possibilities with the bus and the aviation transport.

The development of cruises in the country may be possible in the Kur River besides the Caspian Sea. Azerbaijan may keep contact with Kazakhstan, Turkmenistan through the Caspian Sea and with the countries of Mediterranean Sea through Iran and Volga-Don channel. The ferry ships between Baku-Turkmenbashi and Baku-Bektash and load and passengers transportation between Baku-Astrakhan, Baku-Makhachkala and Baku-Anzali are carried out.

The organization of the cruises to the corresponding ports of Kazakhstan and Turkmenistan is possible in our country that the main directions of which may be carried out within the framework of the restoration program "Silk Way". The local cruises embrace the Baku-Lenkoran directions and may be called as "fish and caviar". While this cruises, the tourists have to be provided with the breakfast and the lunch and accompanied with music. The cruises may carry out their activity in directions of Baku-Nabran, Baku-Neftchala-Yevlakh.

The connecting of cruises organized in Azerbaijan with the Black and Mediterranean Seas may be purposeful. So, it is possible to organize cruises starting from Baku and embracing Izmir and Antaliya and the port cities of Italy lasting 24 days. The construction of the new maritime port in Lenkoran will play considerable role in the intensification and organizing of cruises.

The artificial rowing in Kur River and rowing in some natural lakes, organizing of the exotic rowing may be considered important from the standpoint of attraction of tourists. The restoration of the rowing in Mingachevir, organizing of the short distance of exotic rowing in Goygol (lake), Nohurgishlag and Khanbulanchay with the small mechanical and motor boats may play considerable role in attraction of tourists. For this purpose, it is organized walking in the water basin Khanbulanchay and near the rest centre Istisu with the mechanical boats in the small artificial lakes. It would be purposeful to organize the river walking in the small river ships in Kur River starting from Yevlakh ending at the Caspian

Sea. Besides, it is possible to develop the river sport tourism, being a kind of the extreme tourism using the kayaks in the deep water mountainous rivers.

The air transport renders more favourable services in the foreign tourist transportations in the country. 43 % of the citizens departing for abroad and 52 % of the persons departing for Azerbaijan from the foreign countries use the air transport means.

The airplanes carry out their activity regularly in the local air lines, for example Baku-Ganja and Baku-Nakhchivan. The tourist travels from Baku to Nakhchivan situated in the blockade from the main territory of the country are carried out mainly by airplanes. Presently, the construction of airports in Zagatala and Lenkoran will promote the development of the tourism. It is to be noted that the majority of tourists departing from Baku to the eastern part of Turkey uses the airline Baku-Nakhchivan.

It would be purposeful to lay ropes, which may play considerable role in the development of the tourism. The exotic walking with rope including to the services of tourism is spread out widely in the Northern Caucasus sanatoriums of Russia and in Anadolu, Agridag, Bodrum, being the winter sport tourism of Turkey, Italy, Austria and regions of Alps mountains of Switzerland.

The transportation with rope in our country would be organized in the tourist centres in Ganja-Gazakh region. So, the activity of ropes would be possible in directions of Goy-Gol (lake)-Hajikand and Hajikand-Goy-Gol (Khanlar). Besides, Guba and Gusar have all favourable conditions to develop the rope tourism. So, the Ministry of Culture and Tourism planning to create the winter sportive tourism centre in Gusar is intending to lay ropes in this district.

The organizing of ropes would be possible in Suvar tourism base of Laza village. The use of ropes would be purposeful in the tourist centres of Guba, Gachrash, Gonagkand and Afurja.

Presently, the first line of rope in Azerbaijan has been built in Balakan city. The length of this rope is approximately 2 km and connects the mountainous part of the city with the rest of the park named after Heydar Aliyev.

As the conducted analyses indicate, the improvement of the transport infrastructure in our country would exert direct influence on the development of the tourism. Presently there are conducting works in direction of restoration of the railway and motor roads within the framework of the programs "Silk Way" and "TRASECA". For this purpose, the motor roads in the direction of Baku-Gazimammad-Kurdamir, Yevlakh-Shamkir and Ganja-Tovuz were restored and now they meet the modern international standards. Besides, the roads of Lerik-Lankaran, Ismayilli-Shamakhi and Guba-Khinalig were retired. The road leading from Siyazan to Galaalti, as well as the motor road Gilazi-Altiagaj were restored and partially widened. Presently, there are conducting works of widening of the motor roads Baku-Guba and the roads leading from Gandob to the cities of Russia.

The Ministry of Transport has worked out a project for the restoration and reconstruction of the main-line trackage and the local roads. This project includes the construction of Baku run-around road and the new bridge, improvement of the quality of the III and IV degree roads in the region and reaching to the II category of quality and laying of new ways to the remote populated stations of the country.

For the restoration of the "Silk Way", renewal of the transport system within the framework of the programs "TASIS" and "TRASECA", the foreign financial institutions have allotted credits with discounts. The facilitation of the visa regime in the Eurasian countries joining the "Silk Way" and the "TRASECA" programs, as well as the application of the customs privileges, the exemption from the double taxing in the investment to the production and services fields are amongst the factors promoting the development of the tourism industry within the country.

Besides, within the framework of the program "TRASECA", the number of tourists arrived in our country from Central Asia, China and Japan is increased that creates necessity for the improvement of the tourist objects on the "Silk Way" and the protection and restoration of the natural and historical-cultural monuments.

The analysis of the transport services in the tourism market of Azerbaijan give any opportunities to come to the below stated conclusion (see below).

1. The existing transport system in Azerbaijan creates partial favourable condition for the development of the tourism. So, the motor roads, which are shaggy and with lower technical level, hinder from the development of the tourism.

2. Despite the service stations for cars are existing in all directions of the country, the lower technical level of them prevents tourists from use of their services.

3. The restoration of the highways in the tourist regions has to take account the tourist objects, the roads for passengers and bicycles have to be determined.

4. Despite the renting of car is speared out widely in the world practice, we don't use this experience in the country. There are few motor shows in Baku that give motor cars for rent. The renting of cars and buses would play considerable part in the development of the tourism.

5. The development of the internal tourism requires the organization of the tourist cars and providing of the high-speed trains departing for the regions. The organizing of the electric high-speed trains would promote the mass development of the tourism in the regions, besides the protection of the ecological environment.

6. It is important to develop the sailing sportive tourism in the Caspian Sea and laying of the ropes in the mountainous regions, including diving and development of cruises.

It would be purposeful to organize cruises in the Caspian Sea and attracting of the local and foreign tourists. Besides, it would be purposeful to organize the sailing sportive competitions in the Caspian Sea and in the Mingachevir Lake.

КЛЮЧЕВЫЕ УСЛОВИЯ ЭФФЕКТИВНОСТИ И ОСНОВНЫЕ НАПРАВЛЕНИЯ РЕАЛИЗАЦИИ КЛАСТЕРНОЙ ПОЛИТИКИ В РОССИЙСКИХ РЕГИОНАХ

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Ключевые слова: кластер, кластерная политика, кластерные инициативы, кластерная концепция, факторы успеха кластерной политики, региональная конкурентоспособность, региональное развитие, благосостояние российских регионов.

Key words: cluster, cluster policy, cluster initiatives, cluster concept, determinants of cluster policy effectiveness, regional competitiveness, regional development, prosperity of Russian regions.

На протяжении последнего десятилетия в мире в качестве одной из наиболее эффективных технологий управления социально-экономическим развитием территорий рассматривается кластерная политика. При наличии все возрастающего числа фактов¹, подтверждающих, что кластеры оказывают положительное воздействие на уровень регионального развития, все больше расширяется интерес к разработке такого рода программ, которые позволяли бы развивать кластеры или увеличивать экономические выгоды от их существования.

На текущий момент, в свете развития мирового экономического кризиса, охватившего все страны глобальной экономики, вопрос возникновения и успешного функционирования кластеров, а также реализации кластерной политики, представляется еще более актуальным. Как демонстрирует опыт многих государств, территории,

¹ В настоящее время существует множество исследований, свидетельствующих о положительной корреляции между наличием кластеров и более высоким уровнем экономического развития территорий. Среди наиболее крупных проектов можно выделить Canadian Cluster Data, European Cluster Observatory, International Cluster Competitiveness Project, U. S. Cluster Mapping Project.