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THE ROLE OF DIGITAL TRANSFORMATION IN ENHANCING CUSTOMER EXPERIENCE IN THE TOURISM INDUSTRY: A CASE STUDY OF AZERBAIJAN

Abstract

Tourism companies are depending more and more on cutting-edge technologies to boost client satisfaction and service quality in the age of rapid digital change. This study examines how important digital transformation tools - such as mobile applications, virtual tours, online booking systems, and digital communication channels - affect consumer happiness, loyalty, and perceptions in Azerbaijan's tourism sector. The research attempts to offer insights into the efficacy of digital solutions in a developing tourism market by looking at how these technologies affect various stages of the tourist journey. The study uses a qualitative technique that is solely dependent on secondary data from government papers, industry analysis, scholarly publications and documented case studies pertaining to Azerbaijan's digital transition. The study uses thematic analysis to identify key trends in digital adoption and assesses how these innovations improve customer convenience, personalization and engagement across a range of tourism businesses, such as lodging, travel agencies, museums and entertainment venues. This study fills a vacuum in the body of knowledge on digital transformation in Azerbaijan's tourist industry, a fast developing but little-studied topic. The results have important ramifications for travel agencies looking to boost their competitiveness by strategically integrating technology. The study helps the creation of successful digital strategies in the Azerbaijani tourist sector and lays the groundwork for future research by emphasizing the influence of digital tools on customer experience.

Keywords: digital transformation, tourism, Azerbaijan, innovative, innovation technology.

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Introduction

In recent years, digital transformation has emerged as a key element of corporate development, changing how companies function, provide services and interact with their customers. The use of digital technologies in the tourism sector has drastically altered how tourists plan their travels, look for information and communicate with tourism service providers. Travel agencies are now able to provide their clients with more individualized, effective and seamless experiences because to the quick development of digital tools like online booking platforms, mobile applications, virtual tours and AI-powered customer care systems. Understanding how these digital advances improve consumer experiences is becoming

more and more crucial as global tourist markets change, particularly in developing travel destinations like Azerbaijan.

Over the past ten years Azerbaijan's tourist industry has grown steadily thanks to government initiatives and heightened international recognition. In order to stay competitive Azerbaijani tourism businesses, like as hotels, travel agencies and entertainment venues are using digital solutions as competition grows and visitor expectations move toward more digitalized offerings. To increase customer convenience and happiness, for instance many hospitality organizations now employ digital concierge services, automated contact channels and online booking systems.

There is still a dearth of study on developing travel destinations like Azerbaijan, despite the fact that many studies have looked at the impact of digital transformation in enhancing consumer experience in developed tourism markets. Azerbaijan's cultural, economic and infrastructural features form a special setting where contemporary digital advances coexist with traditional service methods. Despite the fact that many tourism - related firms have incorporated digital tools into their operations, it is still unknown how well these tools improve tourist pleasure, trust and overall travel experience. Comprehending these variables is crucial for enhancing service quality and maximizing digital transformation tactics throughout the sector.

The purpose of this study is to investigate how different digital transformation tools, such as mobile applications, virtual tours, online booking technology and digital communication channels, improve consumer experience in Azerbaijan's tourism sector. The study looks into how these tools affect consumer loyalty, service satisfaction and perceptions. The results will offer a thorough grasp of the efficacy of digital transformation in the tourism industry and assist companies in customizing their digital strategies to better satisfy both domestic and foreign travelers.

The study will examine how digital solutions assist customer decision - making, engagement and post - tourism - related services, including hotels, travel agencies, museums and entertainment venues. By doing this the study will provide insightful information about how to maximize digital transformation to improve Azerbaijan's competitiveness as a contemporary travel destination.

The ultimate goal of this study is to give a better understanding of how digital transformation tools are changing the way customers interact with Azerbaijan's tourism sector. The findings will direct future technology investments aid in the creation of more successful digital strategies and add to the larger scholarly conversation on digital transformation and consumer experience in developing tourism markets.

Literature Review

In the tourism sector, digital transformation has become a major force behind expansion and modernization, drastically altering the way services are provided and experienced. The desire for individualized and tailored travel experiences is rising as customer preferences become more varied. In this context digital technologies provide new opportunities for tourism businesses to better respond to evolving customer expectations by combining innovation with tailored service delivery.

Customer experience and digital transformation are positively correlated, according to a large body of research. Chen [4], for example, highlights that digital transformation serves as a significant spur for innovation, allowing tourism businesses to create more varied and appealing offerings. Businesses can better match their offers with customer expectations by incorporating digital technologies into service development [1]. Priya et al. [8] reinforce this viewpoint by arguing that big data analytics and information technology improve businesses' capacity to comprehend consumer behavior and provide more individualized experiences [2].

While both studies emphasize the significance of data-driven technologies, Priya et al. [8] expand on this conversation by emphasizing the function of peer-to-peer platforms and blockchain in fostering transparency and trust within the tourism industry [3]. This implies that digital transformation enhances customer relationships and loyalty in addition to increasing service efficiency. However the authors point out that the quality and accessibility of smart tourism technologies have a significant impact on these systems' efficacy, suggesting that technology adoption by itself might not ensure better results.

Prados-Castillo et al. [7] present the idea of "smart tourism" which combines cutting - edge technology with creative management techniques. Smart tourism highlights the significance of real - time coordination between services, data and stakeholders, in contrast to earlier approaches that mainly focused on individual instruments [4]. This

strategy emphasizes that when technologies are used as part of a cohesive and interconnected system rather than as stand-alone solutions, the advantages of digital transformation are maximized.

In a similar vein, Caliskan et al. [3] highlight how Industry 4.0 affects business strategies and tourism marketing. According to their results by integrating automation, connectivity and data analytics into service delivery, digital transformation dramatically changes conventional marketing techniques [6]. This suggests that digital transformation plays a strategic role in reimagining how tourism organizations create and deliver value rather than just improving operations.

The implementation of digital transformation in developing countries like Azerbaijan offers both opportunities and problems notwithstanding these worldwide achievements. As a component of Azerbaijan's national economy and international standing, the tourist industry has grown in significance. The digitalization process is still uneven though. Azizov [2] lists a number of obstacles, including as undeveloped legislative frameworks, uneven access to digital infrastructure across regions and small and medium - sized businesses' low financial resources [7].

Additionally the population's limited access to cutting-edge technologies and low level of digital literacy diminish the efficacy of digital solutions. These difficulties imply that although digital transformation has a great deal of potential to improve Azerbaijan's customer experience, its effects are dependent on more general structural and institutional variables. Accordingly the literature now in publication suggests that effective digital transformation necessitates not only the use of technology but also infrastructure, supportive regulations and coordinated industrial development.

Research Objectives

The purpose of this study is to investigate how digital transformation technologies, including virtual tours, mobile applications, online booking systems and digital communication channels, improve consumer experience in Azerbaijan's tourism sector. The

following major goals will be addressed by the study

- To assess how mobile applications such as those for hotels, transport and navigation might enhance visitors' personalization, engagement and overall travel experience in Azerbaijan.
- To evaluate how Azerbaijan's tourism industry is affected by online booking technology in terms of customer ease, service accessibility and satisfaction.
- To examine how travelers' expectations, decision - making processes and pretravel impressions of Azerbaijani locations are influenced by virtual tours and digital visualization technologies.
- To investigate how well digital communication channels - like chatbots, digital concierge services and automated messaging - build consumer loyalty, improve service quality and foster trust in the travel and tourist sector.

Research Questions

1. How do online booking technologies affect convenience and customer satisfaction in Azerbaijan's tourism sector?
2. How much do mobile apps improve Azerbaijani tourists' overall consumer experience, engagement and personalization?
3. How do digital visualization tools and virtual tours influence travelers' expectations and decision - making processes before to visiting Azerbaijani destinations?
4. How well do digital communication channels - such as chatbots, automated messaging and digital concierge services - improve customer trust and service quality in the travel industry?
5. How do digital transformation technologies affect consumer satisfaction, brand preference and loyalty to Azerbaijani tourism service providers?

Methodology

This study adopts a qualitative research methodology based on secondary data analysis to examine the role of digital transformation in

enhancing customer experience within the tourism sector of Azerbaijan. The choice of secondary data as the primary source is justified by the availability of a substantial body of existing academic literature, governmental reports, industry analytics, and case studies related to digital transformation in tourism. Given the increasing integration of digital tools and platforms in the tourism industry, such sources provide reliable, comprehensive, and contextually relevant information for analysis without the need for primary data collection.

The qualitative approach enables an in-depth understanding of how digital transformation influences various dimensions of customer experience in tourism. Since the study does not involve direct engagement with respondents, it relies on systematic and structured analysis of previously published research, policy documents, and industry best practices [5]. This methodological approach allows for the identification of key concepts, theoretical frameworks, and recurring patterns that have already been established in both academic discourse and professional practice. As a result, the study is able to interpret complex relationships between digital technologies and service quality in a holistic manner.

In addition, the research employs a descriptive and exploratory design, focusing on understanding rather than measuring phenomena quantitatively. This design is particularly suitable for examining emerging trends in digital transformation, where variables are often dynamic and context-dependent. The study specifically analyzes how digital tools such as online booking systems, mobile applications, artificial intelligence, big data analytics, and virtual tours contribute to improving customer satisfaction, service personalization, and overall experience quality in the tourism sector [8].

Furthermore, Azerbaijan is used as a case study to contextualize the findings and provide a region-specific perspective. The analysis is based on secondary data related to the country's tourism development strategies, digitalization initiatives, and technology

integration practices. This allows the study to evaluate how global digital transformation trends are being adapted and implemented within Azerbaijan's tourism industry. Overall, the methodological approach ensures a comprehensive understanding of the subject while highlighting both theoretical insights and practical implications for improving customer experience through digital transformation.

Since secondary data forms the foundation of the entire study, the data collection process relies exclusively on a range of credible and authoritative sources that provide comprehensive insights into digital transformation within the tourism sector. In this regard, the study draws upon Azerbaijan's official government publications, national tourism development strategies, and policy documents that outline the country's long-term vision for tourism growth and digitalization. These sources are essential for understanding the institutional framework, strategic priorities, and regulatory environment that shape the development of the tourism industry in Azerbaijan.

In addition, the research incorporates market research reports focusing on digital platforms, consumer behavior, and technology adoption trends within the tourism and hospitality sectors. These reports provide valuable empirical insights into how tourists interact with digital tools, how their preferences are evolving, and how tourism service providers are adapting to these changes. Such data is particularly important for identifying real-world behavioral patterns and assessing the practical impact of digital transformation on customer experience.

The study also utilizes documented examples of digital transformation projects implemented both in Azerbaijan and in international tourism markets. These case studies allow for a comparative perspective, enabling the identification of best practices, innovative solutions, and successful digital strategies that can be adapted to the local context. By examining both local and global experiences, the research is able to position Azerbaijan within the broader framework of global tourism digitalization trends [4].

Furthermore, official data from relevant national institutions, including the Ministry of Digital Development and Transport of Azerbaijan and the State Tourism Agency of the Republic of Azerbaijan, are used as key sources of reliable statistical and strategic information. These organizations provide data on digital infrastructure development, tourism performance indicators, and ongoing digital initiatives, which are essential for evaluating the current level of digital transformation in the sector.

To systematically analyze the collected secondary data, the study employs thematic analysis as the primary qualitative research technique. This method involves identifying, classifying, and interpreting recurring patterns within the data. The main themes derived from the literature and data sources include digital customer engagement, service personalization, technological efficiency, and customer satisfaction. These themes serve as analytical categories that structure the interpretation of findings and enable a coherent understanding of the relationship between digital transformation and tourism experiences [9].

Through the process of thematic analysis, the study identifies recurring trends and meaningful relationships across different data sources, allowing for a deeper assessment of their implications for the Azerbaijani tourism sector. By synthesizing information from government documents, industry reports, and international case studies, the research develops a comprehensive picture of how digital technologies are reshaping service delivery and customer experience. This integrated approach ensures that the findings are not only descriptive but also analytically grounded, providing a solid basis for evaluating the effectiveness and future potential of digital transformation in Azerbaijan's tourism industry.

Analysis

The examination of secondary data indicates that, in Azerbaijan's tourism sector, digital transformation is becoming an increasingly significant factor influencing customer experience. While the overall direction of development clearly shows a shift

toward the wider adoption of digital tools, the level of digitalization is not uniform across different types of tourism services and market participants. Based on industry reports, academic literature, and existing case studies, this section analyzes how key digital technologies are reshaping consumer experience and service delivery in the tourism sector.

In recent years, tourism service providers in Azerbaijan have been gradually integrating digital solutions into their operational and customer service processes. Hotels, travel agencies, airlines, and entertainment providers are increasingly utilizing online booking platforms, digital communication channels, and mobile-based services. This transformation is largely driven by changing consumer behavior, as modern tourists rely heavily on digital platforms for planning, booking, and managing their travel experiences. However, despite this positive trend, the extent to which customer expectations are fully satisfied varies significantly depending on the digital maturity level of individual enterprises.

At the same time, adoption rates across the sector remain uneven. Large hotels and internationally connected tourism companies tend to implement more advanced digital systems, including integrated reservation platforms, automated customer service tools, and data-driven marketing solutions. In contrast, small and medium-sized enterprises often face limitations related to financial resources, technological infrastructure, and skilled personnel. As a result, Azerbaijan's tourism industry can be characterized as being in a transitional stage of digital development, where advanced and basic levels of digitalization coexist within the same market environment.

The impact of specific digital technologies on customer experience is particularly evident in several key areas. Online booking systems significantly enhance customer convenience by simplifying reservation processes and providing instant access to service information. Customers are able to compare prices, evaluate service quality through reviews, and make informed decisions

in a shorter time frame. This reduces uncertainty in the decision-making process and contributes to higher levels of customer satisfaction and trust in service providers.

Mobile applications further strengthen customer experience by enabling more personalized and flexible interactions throughout the travel cycle. Through features such as GPS-based navigation, personalized recommendations, digital ticketing, and real-time updates, mobile technologies allow tourists to interact more effectively with destinations and service providers. This personalization plays an important role in shaping positive customer perceptions and increasing engagement with tourism services. However, the effectiveness of these tools largely depends on the extent to which users actively engage with digital platforms before, during, and after their travel experience.

In addition, digital visualization tools and virtual tours have become particularly important in the pre-travel decision-making phase. These technologies allow potential tourists to virtually explore hotels, attractions, and destinations before making reservations. As a result, customer expectations are better aligned with actual service delivery, which reduces the likelihood of dissatisfaction and enhances confidence in purchase decisions. This pre-experience digital exposure plays a crucial role in shaping perceived service quality.

Furthermore, digital communication tools such as chatbots, automated messaging systems, and online customer support platforms significantly improve service responsiveness. Faster and more efficient communication increases customer trust and creates a sense of reliability, especially in situations where immediate assistance is required. These systems also help service providers manage customer inquiries more effectively, reducing operational delays and improving overall service quality.

Despite these positive developments, Azerbaijan's tourism sector still demonstrates a moderate level of digital maturity when compared to leading global tourism destinations. In more advanced markets, fully integrated smart tourism ecosystems, real-time

data analytics, artificial intelligence-driven personalization, and highly automated service systems are widely used. In contrast, Azerbaijan's tourism industry is still in the process of developing a unified and fully integrated digital environment.

Nevertheless, the current trajectory of development reflects encouraging progress. The increasing use of online platforms, mobile technologies, and digital communication systems indicates that the sector is gradually moving toward international standards. However, achieving full digital transformation will require continued investment, strategic planning, and stronger coordination among stakeholders in the tourism industry.

The analysis also identifies several key challenges that limit the full potential of digital transformation in improving customer experience. One of the main barriers is the unequal distribution of digital capabilities across enterprises. Small businesses, in particular, often lack the financial capacity and technical expertise needed to implement advanced digital solutions. This creates a gap between digitally advanced and less developed service providers within the same market.

Another important challenge is the varying level of digital literacy among both service providers and consumers. In some cases, limited knowledge and skills reduce the effective use of available technologies, thereby weakening their overall impact on customer experience. Additionally, infrastructure limitations in certain regions further restrict the widespread adoption of high-quality digital services.

A further issue is the absence of a fully integrated digital strategy at the industry level. The lack of coordination among tourism stakeholders leads to fragmented digital adoption, where individual solutions operate in isolation rather than as part of a unified system. This reduces overall efficiency and limits the potential benefits that could be achieved through a fully connected digital tourism ecosystem.

Overall, the findings suggest that digital transformation is already making a positive contribution to improving customer experience in Azerbaijan's tourism sector by enhancing

accessibility, convenience, and service personalization. However, there remains substantial potential for further improvement. Addressing existing structural challenges, improving digital literacy, and promoting more coordinated digital strategies will be essential for maximizing the benefits of digital transformation and ensuring more consistent and sustainable improvements in customer satisfaction across the sector.

Limitations

Several limitations should be taken into account, even though the goal of this study is to offer significant insights into how digital transformation improves customer experience in the Azerbaijani tourism sector:

- ✓ **Dependancy on secondary data:** The availability, caliber and accuracy of previous reports, case studies and publications are crucial to the research's conclusion because it is solely relied on secondary data. The depth of study may be limited because certain travel agencies might not make specific details regarding their digital transformation projects available to the public.
- ✓ **Restricted access to internal company data:** A lot of tourism businesses don't release internal operational data about customer happiness, the effectiveness of digital services or the adoption of new technologies. Because it relies on publicly available information rather than compete organizational insights, the study may only provide a limited picture of digital transformation practises.
- ✓ **Potential publication bias:** Publicly available reports often emphasize successful digital transformation initiatives and may underreport challenges, failures, or negative customer experiences. This may result in a more optimistic portrayal of digital transformation outcomes than what occurs in practice.

Conclusion

Digital transformation is reshaping the global tourism industry in a profound and irreversible way, and its influence is becoming

increasingly visible in emerging destinations such as Azerbaijan. The integration of digital technologies into tourism services has fundamentally changed how customers plan, book, experience, and evaluate their travel journeys. This study set out to examine the extent to which key digital tools including online booking systems, mobile applications, virtual tours, and digital communication channels contribute to enhancing customer experience in the Azerbaijani tourism sector. By relying on secondary data sources and applying thematic analysis, the research offers a structured and comprehensive understanding of how digitalization affects different stages of the tourist journey, from pre-trip planning to post-travel evaluation.

The findings of the study clearly indicate that digital transformation has a significant and positive impact on customer experience, particularly in terms of convenience, accessibility, efficiency, and personalization. Among the examined technologies, online booking systems and mobile applications demonstrate the strongest influence, as they simplify the reservation process, reduce time costs, and provide users with immediate access to essential information. These tools significantly improve the overall customer journey by enabling faster decision-making and increasing transparency in service delivery. In addition, virtual tours play a crucial role in the pre-travel stage by allowing potential tourists to explore destinations, accommodation facilities, and attractions in advance, thereby shaping expectations and reducing uncertainty. Furthermore, digital communication tools such as chatbots, automated messaging systems, and online support services enhance responsiveness, strengthen customer-provider interaction, and contribute to higher levels of trust and satisfaction.

However, the analysis also reveals that the impact of digital transformation within Azerbaijan's tourism sector is not homogeneous. There are clear disparities between different categories of service providers in terms of digital adoption and technological capacity. Large tourism enterprises, particularly internationally

connected hotels and travel companies, tend to implement more advanced and integrated digital systems, including automated booking platforms and data-driven customer management tools. In contrast, small and medium-sized enterprises often face significant barriers such as limited financial resources, insufficient technical infrastructure, and a lack of digital expertise. This uneven distribution of digital capabilities results in an inconsistent customer experience across the sector and reduces the overall effectiveness of digital transformation initiatives. From a critical perspective, this imbalance represents one of the most important structural challenges limiting the full realization of digital potential in Azerbaijan's tourism industry.

The results of the study directly address the research objectives by confirming that digital technologies have a measurable and meaningful influence on customer satisfaction, engagement, and loyalty within the tourism sector. Nevertheless, the magnitude of this impact is highly dependent on the degree of technological integration and the strategic alignment between digital tools and customer needs. In other words, the mere presence of digital technologies is not sufficient; their effectiveness is determined by how well they are implemented, managed, and adapted to user expectations. This highlights the necessity of moving beyond basic digital adoption toward a more strategic, customer-centered approach to digital transformation.

From a practical standpoint, the study suggests that tourism organizations in Azerbaijan should prioritize investment in mobile technologies, integrated online platforms, and advanced digital communication systems in order to enhance competitiveness and improve service quality. At the same time, strengthening digital infrastructure at the national level is essential for supporting the widespread adoption of modern technologies across the sector. Special attention should also be given to small and medium-sized enterprises through financial incentives, training programs, and technical support mechanisms, as their inclusion is critical for achieving balanced digital development. In addition, improving digital

literacy among both service providers and consumers will further increase the effectiveness of digital tools and ensure their more efficient use in everyday tourism activities.

In conclusion, digital transformation should not be viewed solely as a technological upgrade, but rather as a strategic instrument for enhancing customer experience and strengthening the overall competitiveness of the tourism sector. When applied effectively, digital technologies have the potential to create more personalized, efficient, and interactive tourism services, thereby improving both customer satisfaction and destination attractiveness. For Azerbaijan, continued progress in this direction requires a more coordinated, systematic, and inclusive approach to digitalization. By aligning technological development with strategic tourism goals, the country can further consolidate its position as a modern and competitive tourism destination. Future research is recommended to incorporate primary data and empirical investigations in order to provide deeper insights into customer perceptions and to more precisely evaluate the long-term outcomes of digital transformation in Azerbaijan's tourism industry.

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TURİZM SƏNAYESİNDƏ MÜŞTƏRİ TƏCRÜBƏSİNİN ARTIRILMASINA RƏQƏMSAL TRANSFORMASIYANIN ROLU: AZƏRBAYCAN NÜMUNƏSİNDƏ

Xülasə

Sürətli rəqəmsal transformasiya kontekstində turizm şirkətləri xidmət keyfiyyətini və müştəri məmnuniyyətini artırmaq üçün getdikcə daha qabaqcıl texnologiyalardan istifadə edirlər. Bu tədqiqat, mobil tətbiqlər, virtual turlar, onlayn sifariş sistemləri və rəqəmsal rabitə kanalları kimi əsas rəqəmsal vasitələrin Azərbaycanın turizm sektorundakı istehlakçı məmnuniyyətinə, sədaqətinə və qavrayışına təsirini araşdırır. Hökumət hesabatları, sənaye təhlilləri, akademik ədəbiyyat və sənədləşdirilmiş nümunə tədqiqatları da daxil olmaqla ikinci dərəcəli məlumat mənbələrinə əsaslanan keyfiyyət yanaşmasından istifadə edərək, tədqiqat, rəqəmsal tətbiqdə əsas tendensiyaları müəyyən etmək üçün tematik təhlil tətbiq edir. Nəticələr, bu texnologiyaların yaşayış, səyahət agentlikləri, muzeylər və əyləncə məkanları da daxil olmaqla müxtəlif turizm xidmətləri üzrə rahatlığı, fərdiləşdirməni və cəlb olunmanı necə yaxşılaşdırdığını vurğulayır. Azərbaycanın inkişaf edən turizm sənayesi ilə bağlı tədqiqatlarda nəzərəcarpacaq boşluğu aradan qaldırmaqla, tədqiqat, strateji rəqəmsal inteqrasiya vasitəsilə rəqabət qabiliyyətini gücləndirməyi hədəfləyən müəssisələr üçün dəyərli məlumatlar təqdim edir və bu sahədə daha da akademik tədqiqatlar üçün təməl yaradır.

Açar sözlər: rəqəmsal transformasiya, turizm sektoru, Azərbaycanın turizm sənayesi, innovativ texnologiyalar, rəqəmsal transformasiya alətləri.

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**РОЛЬ ЦИФРОВОЙ ТРАНСФОРМАЦИИ В ПОВЫШЕНИИ КАЧЕСТВА
ОБСЛУЖИВАНИЯ КЛИЕНТОВ В ТУРИСТИЧЕСКОЙ ОТРАСЛИ:
ТЕМАТИЧЕСКОЕ ИССЛЕДОВАНИЕ АЗЕРБАЙДЖАНА****Резюме**

В условиях стремительной цифровой трансформации туристические компании все чаще внедряют передовые технологии для повышения качества обслуживания и удовлетворенности клиентов. В данном исследовании изучается влияние ключевых цифровых инструментов, таких как мобильные приложения, виртуальные туры, системы онлайн-бронирования и цифровые каналы связи, на удовлетворенность потребителей, их лояльность и восприятие в туристическом секторе Азербайджана. Используя качественный подход, основанный на вторичных источниках данных, включая правительственные отчеты, отраслевые анализы, академическую литературу и документированные тематические исследования, исследование применяет тематический анализ для выявления основных тенденций в внедрении цифровых технологий. Результаты показывают, как эти технологии повышают удобство, персонализацию и вовлеченность в различных туристических услугах, включая размещение, туристические агентства, музеи и развлекательные заведения. Восполняя существенный пробел в исследованиях развивающейся туристической индустрии Азербайджана, данное исследование предоставляет ценные сведения для предприятий, стремящихся повысить конкурентоспособность за счет стратегической цифровой интеграции, и закладывает основу для дальнейших академических исследований в этой области.

Ключевые слова: цифровая трансформация, туристический сектор, туристическая индустрия Азербайджана, инновационные технологии, инструменты цифровой трансформации.

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