

Versatility in Hospitality Industry around the Globe A Case Study on the Development and Challenges of Azerbaijan

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Abstract: Azerbaijan Hotel Association (AHA) encourages and leads the implementation of international standards by sharing the best international and domestic practices among hotels in order to promote improvements in quality and ensure fair competition within the hospitality industry. From major global brands to the small independent hotels, AHA provides one voice that brings together the industry's majority of constituents. AHA speaks for an industry that represents 37% of Employment, 6% of businesses and 3% of GDP in the tourism value chain. [1] AHA actively tracks globally implemented sustainability measures and encourages members to implement international standards. The Sustainability working group has been created under the AHA Executive Board, to share best practice and expertise from the industry. In the framework of this working group, AHA and its member hotels participated in the Water Saving Award program introduced by UNDP. From this year, AHA will work together with local industry and the Memory Psychology Center which has been working since September 2011 to rehabilitate children suffering from various neuropsychiatric disorders. The Hotel system recognises the quality level of service, infrastructure and equipment in hotels throughout Azerbaijan and guarantees guests the appropriate level of services offered at each hotel. Established by Azerbaijan Tourism Board (ATB) in partnership with Azerbaijan Hotel Association (AHA), it is a transparent control system for maintaining and improving the international competitiveness of Azerbaijan's hotel industry. This system allows hotel accommodation establishments to position themselves clearly in the market, while helping customers to assess properties based on quality and amenities. Hotels communicate a simple and clear message which characterises a hotel's level of equipment and services. This message can easily be integrated into digital reservation systems and contributes to booking decisions.

Keywords: Food Industry, drinks, client

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