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### *BASICS OF CREATING TOURIST AND RECREATIONAL ZONES*

*Problem statment:* The article discusses the theoretical and methodological foundations of creating tourist and recreational areas, formation criteria, the study of natural, environmental, cultural, socio-economic prerequisites, management features, its certification, the formation of destination centers as part of recreational areas. In the formation of tourist and recreational zones of Azerbaijan, natural, environmental, socio-cultural factors, development strategy development, prerequisites for the establishment of destination management centers are studied. In addition, the article reflects the creation of regional destination centers, the effective use of existing potential, improved management, which stimulate the development of various types of tourism and general economic development. The formation of recreation areas is associated with economic and social factors, as they develop based on the use of available resources. Recreational systems are a complex form of socio-economic management system, which includes the management of individual subsystems of various tourism entities within a particular center.

*The purpose of the study:* To analyze the tourist and recreational areas of Azerbaijan and to study the theoretical and methodological foundations of the creation of tourist and recreational areas.

*Methods* The study used the method of comparative historical methods, statistics.

*Results:* The formation of tourist and recreational areas and the prerequisites for the establishment of destination centers in their composition can lead to the following conclusions: - The formation of tourist and recreational areas is based on the joint use of natural, environmental, geographical and socio-cultural resources, which serves to reveal the attractiveness of the territory from the point of view of tourism . - Certification of tourist and recreational areas and criteria for dividing the destinations are carried out using the resource potential and the assessment of infrastructure prerequisites, which contributes to the formation of control centers for destinations. - The formation of tourist and recreation zones gives an impetus to the economic development of the regions, which contributes to the development of certain destinations, environmental protection, and the presentation of cultural heritage as a tourist product.

*Scientific novelty:* The article explores the activities of regional destination centers and the implementation of marketing strategies in this area. Here, the natural and environmental features of the region were studied and areas of application for the formation of small specialized recreational zones were shown. It was also noted the importance of creating centers of destination management to protect the ecological environment of the territory, to prevent degradation of the landscape.

*Practical relevance:* Natural tourism resources have led to an increase in the number of tourists coming to the fore in the demand of people for tourism. As can be seen from the figure, natural tourism resources play a role in attracting tourists, which indicates the importance of taking into account the types of natural tourism when compiling passports of tourist and recreational areas.

*Keywords:* recreation, recreation zones, ecology, recreational landscapes, destination, cultural heritage, tourist market.

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