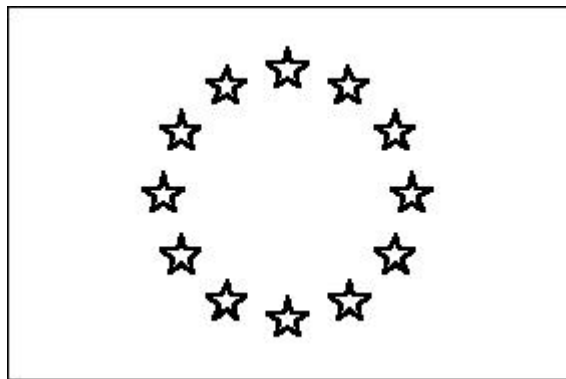


***Project: Career development for Azeri
people on nature based tourism at
protected areas***

Azerbaijan Ornithological Society

Partner: BirdLife International





Azerbaijan Ornithological Society



AOS was established in March 2, 1986

Purpose of creation: to promote distribution of knowledge about birds, their roles in ecosystems and to coordinate activity people whose love and study birds.

- **Mission - to promote protection and sustainable existence of birds in ecosystems, increase of interest and improvement of the relation to birds in a society.**
- **Designated partner of BirdLife International.**
- **Member of IUCN.**



Azerbaijan Ornithological Society

The basic purposes: to promote protection, study and increase of number of birds by increase ecological education of the population; distribution of knowledge about birds and their role in ecosystems and in life of the people; developing ecotourism etc.



Project: Career development for Azeri people on nature based tourism at protected areas

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- **Activity 1. Identify potential tourist guides.**
- **Activity 1.2. Preparation of training kits for tourist guides**
- **Activity 1.3. Regular provision of training courses for tourist guides on biodiversity, guiding and other natural and historical values of the areas**
- **Activity 1.4. Provide English language training**

**Ekoloji turistlərin bələdçiləri
üçün lüğət və danışiq kitabçası**

**Dictionary and phase-book
for ecotourists guides**

Need

Eagle



Gazelle

rabbit

Photo



○ Azərbaycan Ornitoloji Cəmiyyəti
○ Azerbaijan Ornithological Society

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- **Activity 2.1 Initiative launched at meeting in Baku with participation of major stakeholders. 21 November 2006.**
- **Activity 2.2 Visits to all sites and establishment of local Working Groups**
- **Activity 2.3 Interim meeting of national experts**
- **Activity 2.4 Consultation with local population**
- **Activity 2.5 Tourist plan presented to Advisory boards**
- **Activity 2.6 Launch of local Tourist plan**

.Around Zagatala State Reserve, located in north Azerbaijan, on the northern slopes of the greater Caucasus, the forest covers 28,000 ha of mountain forests and meadows, range from 600 m to 3500 m. It hosts the three Caucasian endemic species, large ungulates and spectacular landscapes. This area is a traditional national tourist destination, but nature related activities are offered.



Nature-related tourism has great potential in Azerbaijan. The wetlands of the Caspian Sea attracts large number of tourists, including several of rare and endangered species, the mountains host unique plants and large animals as do the desert areas.

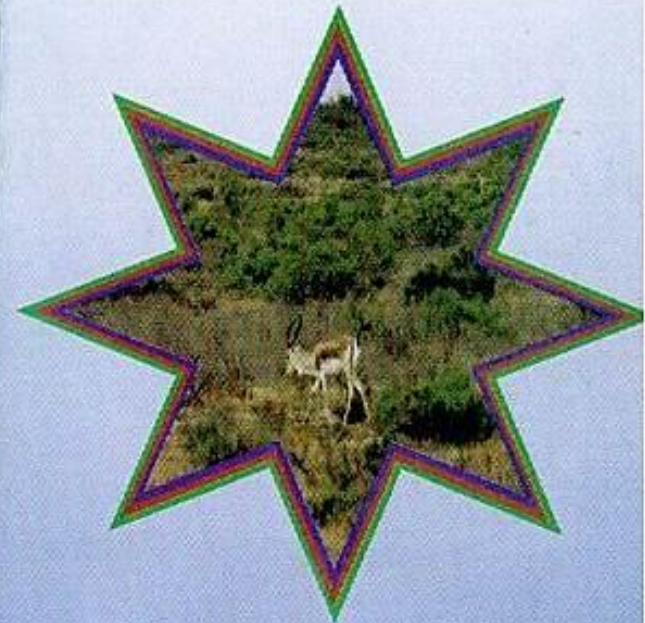
Booklet for launch of project



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Career development for Azeri people on nature based tourism at protected areas.



2006



Meeting of advisory Board in Goychay district (concern Turianchay SNR around)



Meeting of Advisory Board in Zagatala district



- **Activity 3.1 Trails and itineraries marked and furnished**
- **Activity 3.2 Tourists guides provided with equipment**
- **Activity 3.3 Inauguration of the structures (partly)**

Posters on Imperial Eagle and Black Stork on tourist trail near Turianchay SNR placed with participation and support of local community people



CICONIA NIGRA
QARA LEYLƏK
BLACK STORK

AQUILA HELIACA
İMPERATOR QARTALI
IMPERIAL EAGLE

TUQAY MEŞƏLƏRİ
GALLERY FOREST

BirdLife **AOS** **EUROPEAN UNION**

Poster on Vulture's species placed near Turianchay SNR with support and participation of local community people and AOS activists



- **Activity 4.1 Production and dissemination of printed material promoting the sites and providing information on trails and available structures**
- **Activity 4.2 Multilanguage website established and updated regularly to disseminate the information produced and results**
- **Activity 4.3 Nature tourism on Azerbaijan launched at trade fairs (UK, August 2007)**

Information about project posted on website of AOS



AZERBAIJAN ORNITHOLOGICAL SOCIETY

Azerbaijan Home page

BIRDWATCHING

Watching birds in their natural living space helps learning nature and looking after it better. Besides it gives nature lovers a chance to discover new bird species. Everyone who loves nature and especially its integral part - our winged friends and who is interested in this can watch birds. Everyone who takes part in bird watching goes to expeditions organizing specially for this shares observations with others.



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[Results of activities](#)
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[Expeditions](#)
[Rare birds](#)
[IBAs](#)
[Main problems](#)
[Bird's world](#)
[Membership](#)
[Our partners](#)
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"Birdwatching" is an English word. The first International Birdwatching Day was organized in 1993 and the main goal of it was learning birds in their natural biotopes and increasing an interest to nature by this way. Celebration of this date was offered by BirdLife International. The main goal of this event is to draw more people and to acquaint them with more bird species. There are more than 100,000 bird species in the world. Certainly, it is more interesting to watch birds in nature than to learn them from books. It used to be organized bird watching once in two years. Later it has been organizing the actions every year. There were more than 750,000 participants all over the world taking part in the action in 2001. The action was carrying out by AOS in Azerbaijan last two years.

All information collected in expeditions in different countries is placed as an account on the website of BirdLife International (<http://www.birdlife.org/>). As experienced ornithologists as bird lovers can get valuable and important information from this website.

- Nature of Azerbaijan
- Is it easy to learn birds?
- Interesting photos

AOS on English Bird Fair in August 2007



- **Activity 5.1 Qualified project team established**
- **Activity 5.2 Preparatory visits undertaken**
- **Activity 5.3 Inception report submitted to the EC**
- **Activity 5.4 Site Advisory Boards established, meets regularly**
- **IBPP opening and closing conferences attended**
- **Activity 5.5. IBPP opening and closing conferences attended**
- **Activity 5.6 *Closing ceremony***
- **Activity 5.7 Project reports prepared on time**
- **Activity 5.8 BirdLife continuously supports AOS and visits Azerbaijan regularly to monitor and support the project**
- **Activity 5.9 Evaluating the impact of project on tourists**

Project team members - representatives of BirdLife International, AOS and local community near Turianchay SNR



Publication on BirdLife International website

Azerbaijan ecotourism success

http://www.birdlife.org/news/news/2006/12/ecotourism_in_azerbaijan...



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BirdLife Appeal
Find out how you can support BirdLife's conservation efforts to stop the looming extinction of several small parrot species in the Pacific.

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AOS
Ecotourism could help save Azerbaijan's natural environment
Zoom In

Azerbaijan ecotourism success

15-12-2006

In an unprecedented move, the government of Azerbaijan has recently included 52 Important Bird Areas across the country into its official national tourism action plan for the coming 9 years, ensuring the protection of the areas and even the provision of infrastructure for birdwatching tours. This marks the first time Important Bird Areas (IBAs), as developed by BirdLife International, have been officially recognised in a national tourism plan.

The move complements the work of local BirdLife partner, the Azerbaijan Ornithological Society (AOS), who, with funding from the European Union Institutional Building Partnerships Programme, has been running a nature-based tourism educational campaign since the start of 2006

With the support of local and national authorities and stakeholders, AOS has been working on a project called "Career Development for Azeri people on nature tourism at protected areas", which has been raising awareness and providing training and support in eco-based tourism to local people around three protected regions of the country – the Turianchay State Reserve, Zagatala State Reserve and Shirvan National Park.

"In a country with enormous natural beauty and an incredible wealth of



AOS
A unique way to visit Azerbaijan's natural wonders
Zoom In

biodiversity, especially birds, it is important to educate the local people

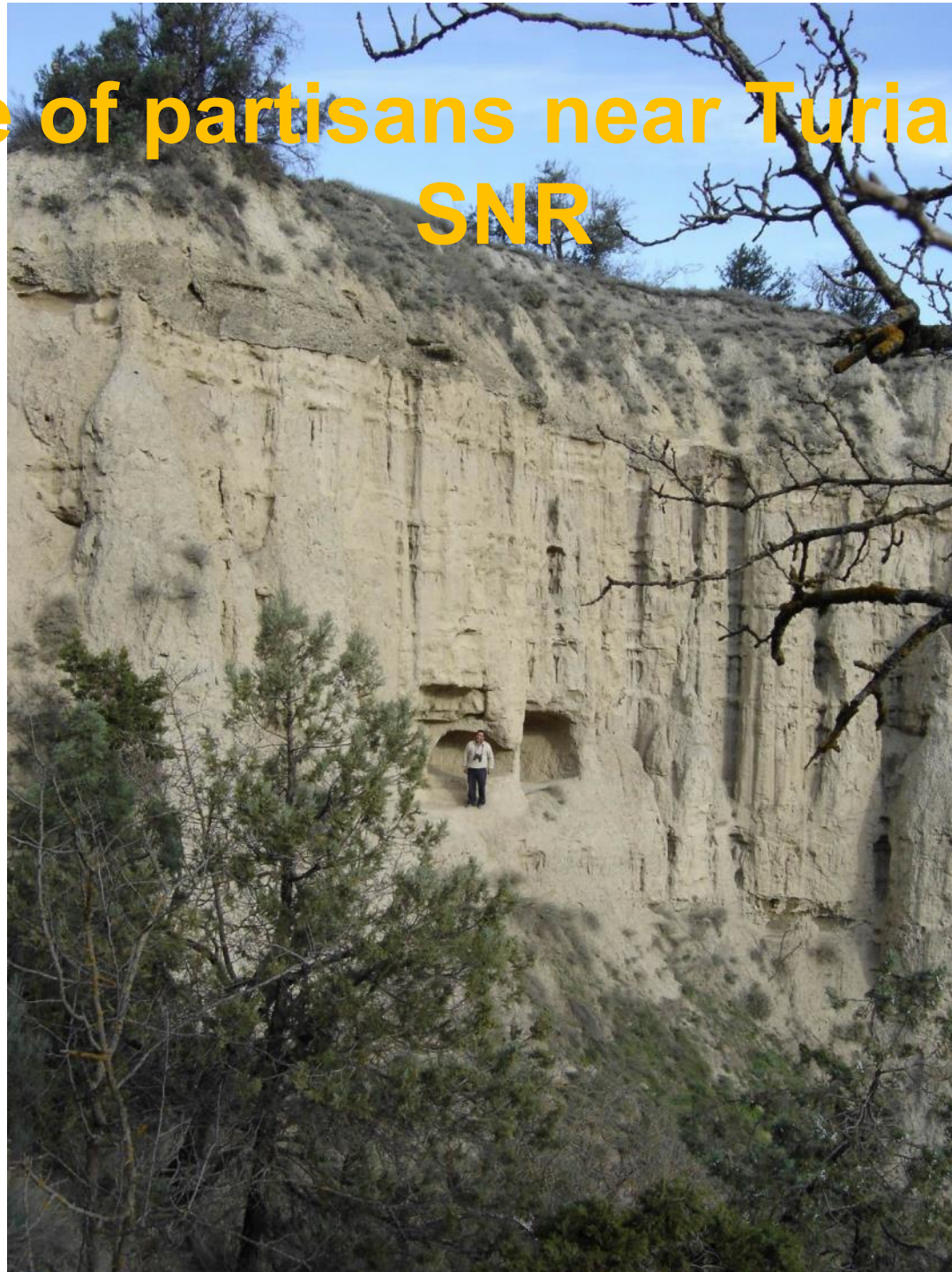
Control tourist visit in the end of project with representatives of BirdLife International



Goitered Gazelle in Shirvan NP



Cave of partisans near Turianchay SNR



Touristic trail in Zagatla mountains near Zagatala SNR



Lessons learned and proposals for improvement

- 1. Cooperation with government officials is very difficult and in majority of case is impossible and it is variable depend from district.
- 2. Cooperation with local community is successful if you can provide interest of people. They will support you of they will see some profits for themselves too.
- 3. Results of project working from 2007 up to our days, touristic trails is working, majority of posters still on the same place and visible, tourist guides can provide their service.
- 4. Participation in project influenced on people and some from them really made carrier after participation in trainings for tourism and birdwatching and receiving necessary equipment and literature (fieldguides and dictionary for tourist guides).

What we can do for improving of situation?

Involving of government in cooperation with EU, changes of atmosphere inside country (**we have lack of financing throughout new legislation (from 2014) in Azerbaijan directed against NGOs (no real possibility to receive grant by NGO from abroad and no sufficient grant field inside country)**), improvement (enhancement) of relation of Government to NGOs will support more effective cooperation between them.