

3. Smart tourist flow management systems – Use of IoT sensors to monitor congestion in tourist areas and manage visitor flow, preventing overcrowding and enhancing comfort.

4. Eco-tourism platform – An online platform offering eco-friendly tours, information on local natural attractions, and services by local guides, supporting sustainable tourism.

5. Digital marketing and promotion – Active use of social media, virtual tours, and interactive content to promote Gabala to international tourists.

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### **DEVELOPMENT OF INNOVATIVE ENTREPRENEURSHIP USING ARTIFICIAL INTELLIGENCE AND BIG DATA TECHNOLOGIES**

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This article explores the development of innovative entrepreneurship in Azerbaijan through the application of Artificial Intelligence (AI) and Big Data technologies. It highlights the relevance of adopting these technologies to enhance the competitiveness of the economy, create new job opportunities, and stimulate the growth of startups. Special attention is given to the need for government support, the establishment of appropriate digital infrastructure, and the development of educational programs to train specialists. The article also analyzes international experiences, focusing on successful cases of AI and Big Data utilization in various countries, as well as potential opportunities for Azerbaijan in this field. The conclusion presents a comprehensive strategy, including measures for building an effective innovation ecosystem, integrating new technologies into public services, and promoting partnerships with international companies and startups.

The "Development of Innovative Entrepreneurship Using Artificial Intelligence and Big Data Technologies" centers on the concept that digital technologies are becoming the foundation for business and economic transformation. In recent years,

Artificial Intelligence (AI) and Big Data have opened new horizons for entrepreneurs, offering opportunities to improve efficiency, reduce costs, and enhance service quality. AI enables the optimization of business processes and the development of innovative products and services tailored to customer needs and preferences. Big Data technologies allow for the analysis of vast amounts of information, facilitating more informed and strategic decisions, which in turn boosts business competitiveness. Given the rapid digitalization and global economic shifts, entrepreneurs utilizing AI and Big Data gain substantial advantages. These technologies not only enhance internal processes but also allow businesses to respond promptly to changing market conditions. In today's competitive environment, the ability to process and analyze large volumes of data is a critical success factor. Thus, the integration of AI and Big Data into innovative business models plays a vital role in supporting and advancing entrepreneurship in the digital age.

"Analysis of Azerbaijan and International Experience" in the context of developing innovative entrepreneurship with the use of Artificial Intelligence (AI) and Big Data technologies highlights the need to assess the current state of these technologies in the business environment and identify potential for further growth in the country. In the face of global digitalization and the growing role of technology in the economy, Azerbaijan faces challenges in adapting local entrepreneurs to the latest digital trends and implementing advanced technologies across various sectors.

One of the key issues is the lack of infrastructure for the effective use of AI and Big Data, along with limited access for small and medium-sized enterprises to these technologies due to high costs and a shortage of qualified personnel. To enable entrepreneurs to fully harness the potential of AI and Big Data, support is needed at the policy level, including the creation of a favorable digital environment and the development of educational programs aimed at training specialists in these fields. There are already successful international examples of integrating AI and Big Data into innovative business models, providing valuable lessons for Azerbaijan.

Countries like the United States, China, and Germany are actively integrating AI and Big Data into business processes, significantly boosting competitiveness and opening new prospects for entrepreneurship. This experience can inform the development of effective strategies in Azerbaijan, tailored to the local conditions and economic needs. Thus, it is essential to analyze the current state of affairs in Azerbaijan, identify key issues and barriers, and study international experience to form recommendations for introducing innovative technologies into the country's entrepreneurial environment.

To advance digital infrastructure, there is a need to accelerate the construction of digital hubs and data centers and ensure the accessibility of digital services for small and medium-sized businesses. In terms of government support, a fund should be established to finance innovative IT projects, and the process of obtaining subsidies should be streamlined. In education, it is essential to develop AI and Big Data programs at universities and invite foreign instructors and partners to share expertise. Partnerships with international companies will aid in technology development and attract investments.

The development of a startup ecosystem requires the establishment of technology parks, incubators, and mentoring programs, as well as simplification of the startup registration process. In the public sector, AI and Big Data should be implemented for data processing and automation of public services. Participation in international projects and forums will facilitate knowledge exchange and attract experts. To improve the population's digital literacy, state programs should be developed to provide easier access to digital skills training.

For the effective development of innovative entrepreneurship using AI and Big Data in Azerbaijan, comprehensive measures are necessary. These include building digital infrastructure, supporting startups, fostering talent, and establishing partnerships with international companies. Government support and international collaboration are essential factors for the successful integration of advanced technologies into the country's economy.

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### **ВСТАНОВЛЕННЯ ХАРАКТЕРУ ЗВ'ЯЗКУ СУТНОСТІ І ЗМІСТУ ЯК ВАЖЛИВІША ПРАКТИЧНА ІННОВАЦІЯ**

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Відоме, що у 1996 році була розроблена методика 2С70, яка дозволила отримати просто фантастичні і одночасно реальні результати у визначенні будь-яких понять. Це підтверджено багатьма публікаціями авторів доповіді, наприклад, [1,2]. Головна властивість цієї методики у концентрації уваги на визначенні всього двох аспектів поняття, але таких, які надають вказаний величезний результат. Математичними розрахунками і практикою підтверджено,