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NATURAL AND CLIMATIC POTENTIAL OF SARYAGASH AS A BASIS FOR THE FORMATION OF HEALTH TOURISM BRAND OF TURKESTAN REGION

Abstract. *The article examines the natural and climatic potential of the small town of Saryagash as the basis for the formation of a brand of health tourism in the Turkestan region. The purpose of the study is to scientifically substantiate the possibility of using the natural and climatic resources of the territory in order to develop the region as a competitive center for health tourism. The methodological base consists of a systematic, geographical and SWOT analysis, as well as expert surveys. The climatic characteristics, balneological resources, the ecological state of the environment and their impact on the development of the resort complex are analyzed. It has been established that unique sources of mineral water, a comfortable climate and favorable environmental conditions form the competitive advantages of the region. The practical significance of the research lies in the application of its results in the development of strategies for the development of tourism, territorial marketing and promotion of spa services. Recommendations have been developed on the formation of a health tourism brand based on the sustainable use of natural potential, which will contribute to increasing the tourist attractiveness and socio-economic development of the region.*

Key words: *Turkestan region, natural and climatic potential, health tourism, mineral water, natural resources.*

Introduction

Nowadays, in the context of the diversity of the globalisation process and the growing demand from tourists for health tourism, there is a need to effectively use the natural and climatic potential of tourist destinations to form a competitive tourist brand. Turkestan region, which has a rich tourism potential, has great opportunities for the development of several types of tourism, including health tourism. Taking this into account, one of the small towns of Turkestan region - the city of Saryagash, known for its unique mineral springs and comfortable climatic conditions, has great opportunities for the formation of a sustainable health tourism brand.

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The relevance of the study in this context is due to the need for scientific substantiation of the role of natural-climatic resources of Saryagash in the process of increasing the tourist attractiveness of the region, as well as the definition of mechanisms for the effective use of natural-climatic resources in the formation of sustainable tourism.

The aim of the research is to scientifically substantiate the concept of forming a tourist brand of health-improving destination of Turkestan region based on the use of natural-climatic potential of Saryagash city and to present the experimental results.

Based on this research goal, some research objectives were put forward:

1. Identification and systematisation of components of the natural-climatic potential of Saryagash city; 2. Evaluation and analysis of the current state of health tourism of Saryagash city; 3. Evaluation of the peculiarities of tourists' and tourism industry representatives' perception of the health tourism brand of Saryagash; presentation of the model of formation of the health tourism brand of the destination on the basis of natural-healing resources.

Object of the study - the processes of formation of health tourism brand in the city of Saryagash.

Subject of the study - tourist and natural-climatic potential of Saryagash city of Turkestan region.

The scientific contribution of this research is encapsulated in the formulation and substantiation of a holistic model for the establishment of a health tourism brand for the Saryagash district, predicated upon the natural and climatic resources, and synergistically integrated with the insights garnered from the perceptions and anticipations of key stakeholder groups, namely tourists and experts. In contrast to the majority of investigations within the domain of territorial branding, which predominantly emphasize marketing instruments or overarching theoretical frameworks pertaining to destination promotion [1; 5; 9], this study posits: The natural and climatic potential is regarded as the fundamental cornerstone of the brand - not merely as a resource for tourism, but also as a pivotal component of the strategic competitive positioning of the region.

The empirical foundation of the investigation is articulated through the findings derived from tourist surveys and expert interviews, which facilitate the identification of genuine needs, anticipations, and obstacles to the perception of the destination. Consequently, the branding paradigm is not constructed in a 'top-down' manner but rather incorporates the perspectives of end consumers and the professional community.

A revised branding framework for Saryagash is suggested, which amalgamates: – an examination of natural and climatic resources, – sociological insights regarding the perception of the region, – strategic promotional components (positioning, infrastructure enhancement, international marketing).

A comparative examination of Saryagash and international health resorts (such as Essentuki, Borjomi, etc.) is introduced into academic discourse, which enables the demonstration of the region's uniqueness and competitive advantages.

The empirical foundation of this investigation is substantiated by the outcomes derived from tourist surveys and expert interviews, thereby facilitating the identification of genuine needs, anticipations, and impediments regarding the perception of the destination. Consequently, the branding model is constructed not through a 'top-down' approach, but rather incorporates the perspectives of end consumers alongside insights from the professional community. An adapted branding framework for Saryagash is proposed, which integrates: – an examination of natural and

climatic resources, – sociological insights regarding the perception of the region, – elements of strategic promotion (positioning, infrastructure enhancement, international marketing). A comparative analysis juxtaposing Saryagash with international health resorts (such as Essentuki, Borjomi, etc.) is introduced into academic discourse, which enables the demonstration of the region's distinctiveness and competitive advantages. For the first time, a systematic array of practical recommendations for governing bodies and enterprises aimed at sustainable brand advancement is articulated, encompassing: – the enhancement of tourist infrastructure, – the diversification of health service offerings, – the implementation of digital marketing strategies, – the engagement of the local community in branding initiatives. Thus, the scholarly novelty of this research resides in its provision of a multi-tiered model of territorial branding, which is predicated not solely on objective resource potential, but also on the subjective perceptions of the destination as held by tourists and experts, thereby ensuring its practical significance and applicability.

The hypothesis of the study is that the small town of Saryagash in Turkestan region will become a tourist brand of health tourism destination of the region under the condition of effective application of the model of formation of the tourist brand of the proposed health tourism destination of natural and climatic resources.

Methods

The research methodology involves mastering complex interdisciplinary paths that combine mechanisms of health tourism development, processes of region branding, as well as theoretical and empirical methods of research of natural and climatic resources.

When writing the research work the following methods were used:

- review, analysis of works of foreign and domestic scientists on branding of tourist zones, health tourism and ways of effective use of natural-climatic resources;
- systematisation of theoretical concepts of sustainable tourism development and regional marketing and modelling of processes of formation of tourist brand on the basis of natural-climatic factors;
- Collection of primary information for conducting research on the territory of Saryagash city, assessment of the natural-climatic potential of the region and the degree of its development;
- Obtaining expert questionnaires of specialists in the field of medical and sanatorium activity and tourism;
- Survey of tourists coming to the sanatoriums of Saryagash city, in order to assess their opinion depending on the attractiveness of natural resources and to determine the perception of the tourist brand.

Literature review

The study of the possibilities of using the potential of natural and climatic resources for the formation of a tourist brand in tourist regions in recent years has become especially important on the way to the development of sustainable tourism.

Krivoshapkina's works investigate the need for a comprehensive study of natural and mineral resources in the development of tourist products in regions with special health-improving resources [1]. According to Kasymova's research, in the conditions of growing demand for health tourism based on balneological and mineral healing resources, climatic features and mineral resource potential are the main tools for the development of the region as a competitive tourist destination [2].

According to Tulegenova, [3] to form a tourist brand in small tourist zones, special attention should be paid to unique natural and therapeutic resources. These resources are an integral attribute of health tourism. In addition, researcher E.V. Andreeva considers that sustainable development and management of natural healing resources as a key aspect in preserving the tourist attractiveness of the region [4].

The research works of foreign scholars such as Dredge M. and Jenkins D. [5] emphasise the importance of sustainable tourism branding strategies. Tourist branding will be closely related to the natural characteristics of the region. According to research of Gössling S., Peeters P., natural resources with proper care can be the main active force on the way to branding a tourist area [6].

According to Musaeva, one of the scientists who studied the role of natural resources in the creation of therapeutic health resorts of health direction, it is necessary to take into account climatotherapeutic factors when creating tourist products. These factors are an important tool only in regions with well-developed natural and therapeutic resources [7]. Dauletbaeva's research, supporting this opinion, stresses the importance of climatic and hydrogeological studies in justifying the tourist specialisation of a region [8].

Modern methods for assessing the tourist potential of health and medical resorts were proposed by Ch.H. Omarova [9]. According to these methods, natural, social and marketing aspects should be taken into account to form a tourist brand. Also, in the studies of Schneider and Gudovich analysed the mechanisms of promoting the tourist brand on the basis of natural resources [10].

The strategic importance of the climatic factor in the formation of the tourist brand of the region also investigated in the works of Hall P. and Muller G. According to these studies, the tourist attractiveness of a region can be increased if it is effectively developed and attracts special attention to climatic resources in the tourism market [11]. The works by T. Li and K. Zhang investigate the mechanisms of influence of natural resources on the recognition by the target audience of the tourist destination brand [12]. According to Kenzhebaeva's research, special attention should be paid to environmental control and regulatory issues in the sustainable use of mineral springs for tourism purposes [13].

And modern models of effective use of modern natural resource conditions in the branding of the region were developed and proposed by V. Zenker and E. Braun. According to these studies, in the process of formation of a tourist brand the necessity of communication with local communities is emphasised [14]. Sagyndykova [15] presented complex marketing methods of tourism brand formation based on the use of climatic and natural potential of the territory.

Contemporary research in the field of tourism branding emphasises the need for a comprehensive approach that combines natural, social, cultural, and economic factors. For example, research by Hanna et al. notes that branding tourist destinations requires a systematic analysis of resources and consumer perceptions [16]. However, most studies remain within the framework of general theoretical models and rarely rely on empirical data. In the context of health tourism, the study of natural factors is of particular importance. Climate and environmental resources shape not only the attractiveness of a region, but also its long-term competitiveness. Nevertheless, their approaches pay little attention to regional characteristics and the integration of these factors into brand strategies. The formation of sustainable tourism requires an ecological balance in the use of natural resources. The mineral resources of Saryagash need to be used rationally. However, the question remains: how exactly to translate sustainability into branding tools so that it is perceived by tourists and investors. Research on territorial marketing in Central Asia indicates growing

interest in the region's health resorts, but notes the low recognition of Kazakhstani brands in the international market. This correlates with the results of our study: Saryagash has potential but is limited in its promotion. Comparative analysis of foreign practices deserves special attention. In European resort towns, the emphasis is on the uniqueness of natural factors. This experience is relevant for Saryagash, but its adaptation requires consideration of the cultural context and regional specifics. Thus, the literature review shows that: 1. Existing studies justify the importance of natural factors for tourism, but rarely integrate them into branding models. 2. The issue of the perception of tourists and experts as a source of brand formation has not been sufficiently studied, which became the subject of our research. 3. Regional aspects of Central Asia are limited in the world literature, which increases the significance of this study in filling this gap [17].

Thus, modern scientific literature proves that the formation and promotion of the tourist brand in the therapeutic direction of natural and climatic potential requires the application of complex, sustainable and scientifically based strategies. And these ways of development should be carried out taking into account the peculiarities of natural resources of any region, as well as development trends in the world tourism market.

Results

In the research work a comprehensive analysis of the natural and climatic potential of Saryagash city of Turkestan region was carried out in accordance with the set goals and objectives. The results of the analysis determine the possibilities of forming a tourist brand of the region.

According to the conducted research, the city of Saryagash has favourable climatic conditions for health tourism. Here the average annual temperature is $+14.5^{\circ}\text{C}$ [7], the duration of solar radiation-2800 hours per year. And the average air humidity varies from 40% to 60%, which creates favourable conditions for climatotherapy [11]. The main priority attention was given to mineral water resources. Hydrogeological studies have revealed 20 mineral water springs of different composition. These mineral water springs have sodium-chloride, sulphate, hydrocarbonate content. These compositions play an important role in the treatment of diseases of the gastrointestinal tract, musculoskeletal apparatus and nervous system [8]. The composition of Saryagash mineral waters is characterised by a high level of mineralisation and thermal temperatures. This feature expands the range of their application [13]. The results of the environmental assessment indicate a satisfactory environmental condition in the territory of the main tourist clusters. And this result indicates the suitability of the city for the development of sanatorium-health tourism.

During the comparison of Saryagash sanatorium with such famous resorts as Essentuki in Russia and Borjomi in Georgia [12], the results of comparative analysis showed that Saryagash sanatorium has a number of advantages associated with the year-round exploitation of natural resources [10]. However, due to insufficient attention to the implementation of systematic work to promote the region's brand at the national and international levels, the promotion in the region's tourism potential is not so fast [15]. In this regard, there is a need to develop comprehensive strategies for the formation of the region's tourism brand, taking into account current trends in sustainable health tourism [5], [6].

To determine the peculiarities of the perception of the city of Saryagash tourist brand for the purposes of recreation in sanatoria "Arman", "Asyl Bulak", "Altyn Shanyrak" a survey of 139 visitors was conducted. The main results of the survey are presented in the table below (Table 1):

Table 1 – Results of the survey taken from the visitors of the sanatorium (1)

No.	Main characteristic of respondents' answers	Indicator
1	They specifically came to the Saryagash sanatorium for the therapeutic mineral springs	79%
2	The favourable climate such as warm summer season and mild winter season is the main reason for choosing Saryagash resort.	72%
3	Noted that the quality of the road in the direction of arrival to the sanatorium and the extent of tourist infrastructure are not satisfied.	55%
4	Welcome long holidays between 14-21 days (2-3 weeks) (duration of treatment).	67%
5	During the treatment process, in addition to the main therapeutic procedures, spa, detox programmes and phytotherapy should be additionally carried out.	58%
6	Supported the idea of development of Saryagash sanatorium as a world tourist brand.	84%
<i>Note: Compiled by the authors based on the survey.</i>		

In addition, the opinion of holidaymakers was sought to determine what important aspects should be considered to promote the tourism brand of Saryagash resort. The main results of the responses are shown in the diagram below (Picture 1):

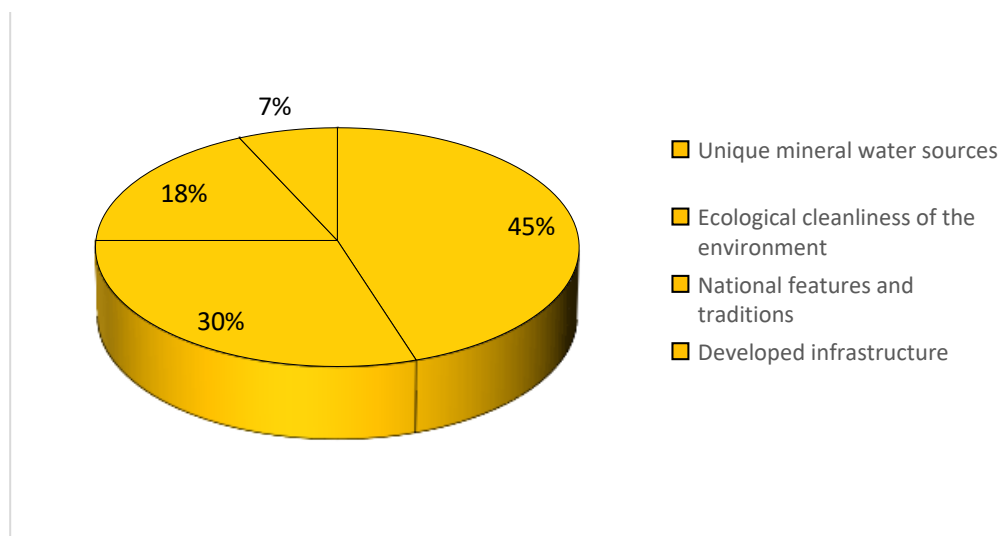


Figure 1 – Results of the survey taken from the visitors of the sanatorium (2)

Note: Compiled by the authors based on the survey.

In the course of the research, was conducted an expert survey of specialists in the field of tourism and medical and sanatorium activities (3 managers of the sanatorium centre, 5 specialists of the reception department of the sanatorium centre, 8 specialists of the department of therapeutic procedures in these centres). The main purpose of the expert survey was to assess the Saryagash resort by listening to the opinions of experts on the possibilities of recognising it as a tourist brand, its current status at the moment and the work being done to promote the resort in the future. The results of the survey are presented in the table below (Table 2):

Table 2 – Results of the survey taken from the experts

No.	Main characteristic of the experts' answers	Key indicators by response
1	The natural and climatic potential of the Saryagash Resort Complex allows to develop not only health-improving, but also ecological tourism (eco-routes related to sustainable tourism have been launched on the territory of sanatoria).	84%
2	To form a tourist brand of Saryagash sanatorium it is necessary to develop a unified marketing strategy with a focus on the potential of mineral water sources and therapeutic climate sources.	79%
3	In order to promote a unified therapeutic tourist brand in the territory of Saryagash sanatorium, it is important to create modern sanatorium using international standards of quality and medical services.	73%
4	Considers it possible to use digital achievements for the development of the tourist brand (use of online tour booking systems at all resorts, organisation of virtual tours on the pages of sanatoriums' websites, development of mobile applications)	65%
5	Considers it necessary to carry out a comprehensive environmental certification of tourist facilities in the complex of sanatorium.	35%
<i>Note: Compiled by the authors based on the survey.</i>		

Discussion

An analysis of the climatic conditions in Saryagash has revealed favourable parameters for the development of year-round health tourism: mild winters, warm summers, and a large number of sunny days. In addition, the region's mineral waters have proven healing properties and are perceived by tourists as the main resource that makes the area unique. This result is consistent with the conclusions of some authors, according to whom it is the combination of natural and medical factors that increases the competitiveness of a destination. Thus, the natural resources of Saryagash not only create conditions for tourism, but also act as a key element in its positioning in the market.

A survey of 139 tourists revealed that 79% chose Saryagash because of its mineral waters, and 72% noted the importance of the climate. This confirms that it is the natural and climatic potential that is the core of the brand. However, 55% expressed dissatisfaction with the infrastructure, including poor road quality, limited choice of modern services and a lack of entertainment.

Analysing this data, it can be argued that tourists perceive Saryagash as a health resort, but their loyalty is limited by dissatisfaction with the service component. If the infrastructure barriers are removed, the region will have the opportunity to transform itself from a local resort into an internationally competitive tourist brand.

In an expert survey (16 specialists), 84% noted Saryagash's potential for the development of ecological and medical tourism, and 79% emphasised the need for a unified marketing strategy and concept for the region. These data show that the professional community associates the success of

the brand not only with natural resources, but also with managerial and strategic decisions.

In addition, experts identified threats such as the degradation of mineral springs due to overexploitation and competition with the resorts of Essentuki and Borjomi. These assessments indicate that the formation of the Saryagash tourism brand is impossible without environmental control and competent positioning against the backdrop of well-known international resorts.

A comparison of the opinions of tourists and experts allows us to refine the tourism branding model. Tourists note the main strengths (mineral waters, climate), but suffer from poor infrastructure. Experts, in turn, focus on systemic solutions: marketing, quality standards, and the digitalisation of services.

Thus, the formation of the tourist brand of the small town of Saryagash should be based on a synthesis of two levels of perception:

1. Emotional-natural level (tourists): health, nature, climate, recreation.
2. Strategic level (experts): infrastructure, marketing, sustainability, digital technologies.

It is this combination that distinguishes the proposed model from existing studies, where analysis is most often limited to either natural factors or marketing tools.

A comparison with foreign resorts such as Essentuki and Borjomi shows that Saryagash has a unique advantage and the opportunity to operate year-round thanks to its climate. However, without serious investment in infrastructure and promotion, the region risks remaining only a local resort.

According to experts, the main risks of Saryagash tourist brand development include the following:

- Degradation of natural healing springs with inefficient application;
- High level of competition with other major resorts in other countries.

Thus, the result of interviews with tourists and expert surveys is the basic strategy in the formation of a competitive tourist brand, the natural curative and climatic potential of which is based on the funds of curative potential of Saryagash.

According to the research, the main advantages and disadvantages in the development of Saryagash city tourism brand, as well as opportunities and risks can be summarised in the following SWOT analysis (Table 3):

Table 3 – SWOT analysis

Strenghts	Weaknesses
The city is rich in mineral springs with healing properties Climate on the side of year-round health-improving procedures Transport accessibility (proximity to Uzbekistan) Pleasant ecological situation	Poor quality of tourism infrastructure Limited number of international level sanatoriums Low degree of recognition of tourism therapeutic brand Weak marketing promotion strategies
Opportunities	Threats
High demand for health tourism in the post-pandemic period Opportunity to develop eco-tourism in parallel Opportunity to attract investment in infrastructure	Existence of high competition with other sanatoriums with different natural and climatic resources Existence of environmental risks due to excessive use of mineral resources

According to the results of SWOT-analysis, the main advantages of Saryagash sanatorium complex include favourable location, availability of mineral therapeutic water sources and transport accessibility. The main disadvantages include low-quality infrastructure, a small number of top-class sanatoria and the lack of comprehensive marketing strategies.

The concept developed to promote the tourist brand of the health tourism destination is based on the following principles:

- Formation of the town of Saryagash as a health resort accepted by tourists at any time of the year;
- prioritising the uniqueness of mineral resources in advertising media;
- development of ecotourism and medical tourism infrastructure;
- involvement of the local community in the process of formation of the tourist brand.

Depending on the concept, the stages of formation of the health tourism brand of Saryagash city can be characterised as follows: (Picture 2):

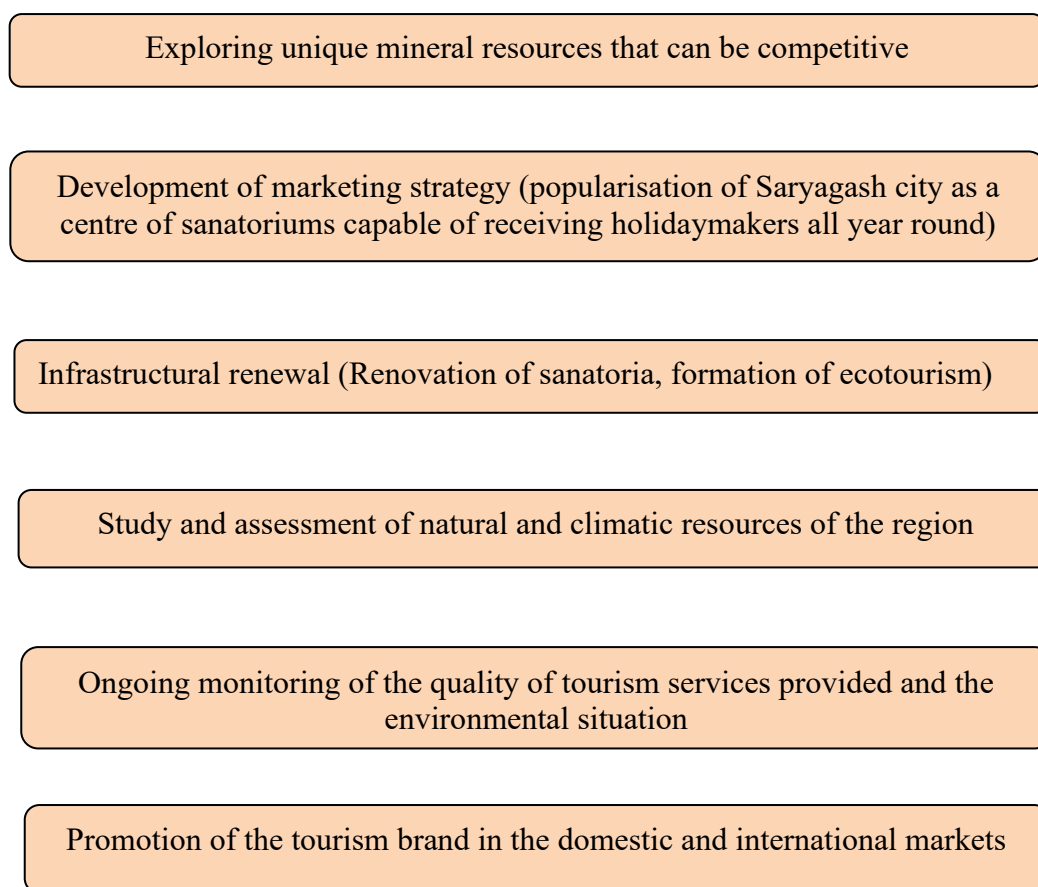


Figure 2 – Conception of formation of tourism brand in Saryagash

The results obtained in the course of the study allowed us to reach the research hypothesis that the natural and climatic potential of Saryagash city can become the basis for the successful formation of a tourist brand not only for the small town of Saryagash, but also for the Turkestan region. Also, to promote the tourist brand it is not enough to effectively develop natural resources, it is necessary to comprehensively apply modern marketing tools.

Thus, it should be noted that the implementation of the developed recommendations provides great opportunities for improving the tourist attractiveness of the city, increasing the inflow of

domestic and international tourists, as well as sustainable socio-economic development of Saryagash city.

Conclusion

The study of the natural and climatic potential of Saryagash city as a basis for the formation of health tourism brand of Turkestan region has shown that there is a significant potential for the development of sustainable tourism oriented to the health of tourists coming to the region. The city of Saryagash has unique natural resources, taking into account the therapeutic mineral springs and favourable climatic conditions, which makes it possible to create a modern tourist brand.

1. Natural resources, in particular mineral springs, are among the main advantages of the city, considered competitive in the tourist market. Clean ecological environment, comfortable climate and unique mineral water springs allow the city of Saryagash to serve as a sanatorium open throughout the season, targeting tourists wishing to improve their health and combine treatment courses with recreation.

2. During the study such advantages as the uniqueness of mineral springs of Saryagash city, favourable climatic conditions and transport accessibility became known. These features allow the region to remain in favourable competition with other sanatorium regions of Kazakhstan and sanatoriums of neighbouring countries. However, in order to form a successful tourist brand, it is necessary to solve a number of problems related to the development of infrastructure, improving the quality of tourist services, and creating effective marketing strategies.

3. Expert surveys and the results of questionnaires of tourists proved that there is a great interest in expanding tourism and therapeutic opportunities of the region, especially in the development of health tourism. From the tourists' side the needs for variety of medical services and improvement of infrastructure were noticed. And these needs are considered to be one of the priority areas in the development strategy of Saryagash tourist and medical brand.

4. As an important result of the study, a specially developed proposal for the formation of Saryagash tourism brand can be noted. In this recommendation, special attention is paid to the development of the city with a focus on eco-resort aimed at normalising the health of visitors, as well as improving infrastructure and creating specialised medical and health services. During the implementation of this strategy, sustainable use of natural resources and protection in view of the environmental sustainability of the region should be one of the important principles. Not only the assessment of mineral water sources and climatic factors of the region is considered important, but also the analysis of factors influencing the perception of the region as a tourist brand. The developed recommendations and the concept of Saryagash brand formation can become the basis for the development of sustainable tourism in Turkestan region, creating conditions for creating new jobs, improving the quality of life of the local population and attracting tourists.

In conclusion, the implementation of effective strategies for the formation of health tourism brand of Saryagash city requires work on environmental, economic, social and cultural aspects, as well as active partnership with public and private structures. This opens new spaces for tourism development in the region to present Saryagash sanatorium on the world tourism scene as a unique resort brand that helps not only to improve health, but also to preserve the natural conditions and cultural traditions of the region.

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САРЫАҒАШТЫҢ ТАБИҒИ-КЛИМАТТЫҚ ӘЛЕУЕТІ ТҮРКІСТАН ӨңІРІНІҢ САУЫҚТЫРУ ТУРИЗМІ БРЕНДІН ҚАЛЫПТАСТЫРУ НЕГІЗІ РЕТІНДЕ

Аңдатпа. Мақалада Түркістан өңірінің сауықтыру туризмінің бренді қалыптастыру үшін негіз ретінде Сарыағаш шағын қаласының табиғи-климаттық әлеуеті зерттеледі. Зерттеудің мақсаты - аймақты сауықтыру туризмінің бәсекеге қабілетті орталығы ретінде дамыту мақсатында аумақтың табиғи және климаттық ресурстарын пайдалану мүмкіндігін ғылыми негіздеу болып табылады. Әдістемелік база жүйелік, географиялық және SWOT талдаулардан, сондай-ақ сарапшылық сауалнамалар дантұрады. Климаттық сипаттамалар, бальнеологиялық ресурстар, қоршаған ортаның экологиялық жағдайы және олардың шипажайлық кешеннің дамуына әсері талданады. Бірегей минералды су көздері, ыңғайлы климат және қолайлы экологиялық жағдай аймақтың бәсекелестік артықшылықтарын қалыптастыратыны анықталды. Зерттеудің практикалық маңыздылығы оның нәтижелерін туризмді дамыту, аумақтық маркетинг және шипажайлық қызметтерді ілгерілету стратегияларын әзірлеу кезінде қолдану болып табылады. Табиғи әлеуетті тұрақты пайдалану негізінде сауықтыру туризмінің бренді қалыптастыру бойынша ұсыныстар жасалды, бұл туристік тартымдылықты арттыруға және аймақтың әлеуметтік-экономикалық дамуына ықпал етеді.

Кілт сөздер: Түркістан өңірі, табиғи-климаттық әлеует, сауықтыру туризмі, минералды су, табиғи ресурстар.

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ПРИРОДНО-КЛИМАТИЧЕСКИЙ ПОТЕНЦИАЛ САРЫАГАША КАК ОСНОВА ДЛЯ ФОРМИРОВАНИЯ БРЕНДА ОЗДОРОВИТЕЛЬНОГО ТУРИЗМА ТУРКЕСТАНСКОГО РЕГИОНА

Аннотация. В статье исследуется природно-климатический потенциал малого города Сарыағаш как основы для формирования бренда оздоровительного туризма Туркестанского региона. Целью исследования является научное обоснование возможности использования природных и климатических ресурсов территории с целью развития региона как конкурентоспособного центра оздоровительного туризма. Методическая база состоит из системного, географического и SWOT-анализа, а также экспертных опросов. Анализируются климатические характеристики, бальнеологические ресурсы, экологическое состояние окружающей среды и их влияние на развитие курортного комплекса. Установлено, что уникальные источники минеральной воды, комфортный климат и благоприятные экологические условия формируют конкурентные преимущества региона. Практическая значимость исследования заключается в применении его результатов при

разработке стратегий развития туризма, территориального маркетинга и продвижения санаторно-курортных услуг. Выработаны рекомендации по формированию бренда оздоровительного туризма на основе устойчивого использования природного потенциала, что будет способствовать повышению туристской привлекательности и социально-экономическому развитию региона.

Ключевые слова: Туркестанский регион, природно-климатический потенциал, оздоровительный туризм, минеральная вода, природные ресурсы.