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THE USE OF DIGITAL TECHNOLOGIES AND SOCIAL NETWORKS IN ECOTOURISM MARKETING

Abstract. *Ecotourism is the main product of the tourism industry in Kazakhstan, but its competitiveness in the global market is still low. However, it occupies an important place in the country's tourism sector and represents a key element for its development. This article highlights the topic of eco-tourism in Kazakhstan and the challenges it faces in the global market. Special attention is paid to the use of digital technologies and social networks in the field of ecotourism promotion. The paper analyzes the impact of the Internet and social media on the growth of ecotourism. In addition, the results of research containing information useful for potential tourists are presented, as well as promising directions for the development of ecotourism in Kazakhstan and methods of informing potential visitors about available opportunities are considered. The article also analyzes current trends and opportunities in the field of ecotourism marketing. Examples of tourism campaigns, nature parks, and nature reserves that use social networks and new IT technologies to attract the attention of ecotourists are given.*

Keywords: *ecotourism, social network, social media, internet, tourist, marketing, technology, Nature Reserve*

Introduction

Head of State Kassym-Jomart Tokayev in his message “Constructive public dialogue is the basis of stability and prosperity of Kazakhstan” gives a clear task to the people of Kazakhstan to pay special attention to the development of tourism, especially eco- and ethnotourism, as an important sector of the economy, and also says that for development tourism, it is necessary to ensure the construction of the necessary infrastructure, primarily roads, and also to train qualified specialists [1].

Ecotourism has become increasingly important and popular in recent decades. This type of travel has become an important factor in the sustainable development of society and a dynamically developing direction. Ecotourism is a type of travel that is designed not only to visit wildlife, but at the same time aims to preserve the environment and increase the sustainability of ecotourism. According to the data obtained, the growth of ecotourism has increased significantly and will grow at a rate of 10-15% per year every year. In research fields such as ecotourism and social media, technology is new. In recent years, online social networks have become a source of information for customers and platforms for marketing and advertising. Social networks effectively help a marketer

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communicate with potential customers and are an important business factor. The Internet and social networks are well known to everyone, at the beginning of 2023, social networks have 4.76 billion users, which is almost 60% of the world's population and all users use them according to their needs (Instagram, Facebook, Twitter, YouTube, WhatsApp, TikTok, Douyin, Kuaishou, Sina Weibo, LinkedIn, Snapchat Pinterest, etc.) [2]. They can find the information they were looking for and any platforms for their purposes, they can also share their blogs, post posts, advertising, commercials, photos and videos on the Internet and on social networks such as YouTube, Instagram, Facebook, etc. The tourism sector should use such opportunities to disseminate information about ecotourism.

Methods

This article is devoted to the study of the development of ecotourism in the world and in particular in Kazakhstan under the influence of the use of digital technologies and social networks, and the characteristics of the most developed places for ecotourism in Kazakhstan. In the course of the work, more than 20 information sources containing information about the possibilities of ecotourism were analyzed. The list of resources studied includes digital technologies, social networks, Internet portals, magazines that have been widely developed and used over the past 20 years. These social networks and digital technologies are one of the most productive means for marketing and development of ecotourism, as evidenced by many studies [3]. A huge number of people are on social networks, about 500 million people are online on Instagram alone every day (on average, people spend 2 hours and 30 minutes a day on social networks), which is a good premise, and an excellent commercial move to advertise their products, places to hang out, etc. This fact is a fundamental criterion for choosing social networks and digital technologies for conducting research, since, thanks to the annual updating of technology, IT programs and social networks, a multi-million audience is informed about news in the field of tourism and ecotourism.

In the course of the research, various research methods were used, such as: - theoretical; - grouping method; - system; - information analysis. The research material was IT programs and social networks.

Results

The Internet, social networks, web 2.0 and travel 2.0 applications, GPS, 360, CAD technologies, holograms, VR technologies have revolutionized the tourism sector and influenced the ecotourism business. About 4.6 billion people worldwide used social media regularly in 2022. They share posts, views, photos, and videos on various social networks [4].

Ecotourism has its own characteristics, as it is aimed at familiarization with specially protected natural areas (national parks, reserves and sanctuaries), natural monuments, rare species of plants and animals. It provides environmental education and education, especially for young people, and respect for nature and the environment [5]. Ecotourism today is a dynamically developing area, a form of activity in the global tourism industry. According to various estimates, every year in the world and in Kazakhstan the number of ecotourists increases by 7-20%.

The following types of ecotourism are widely known for tourism activities:

-scientific tourism (birdwatching, animal watching, jailoo tourism, entonofauna, photo hunting of rare species of animals and birds in natural conditions);

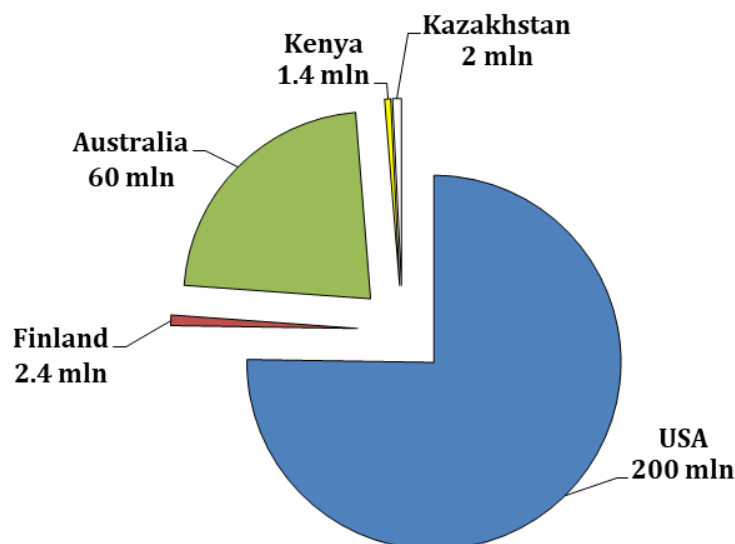
-educational tourism (rural tourism, nature reserves, national parks, tourism to eco-disaster sites, polar tourism, eco-educational tours for schoolchildren and students in accordance with the curricula).

-adventure tourism (hunting and fishing tourism, mountain tourism, volcanic tourism,

mushroom and berry picking, ski tourism, horse riding, water tourism - tours of wetland, lake and river ecosystems)

The largest volume of demand for eco-tourism among tourists is noted in North America, Western Europe, Australia and New Zealand. The territories most visited by ecotourists are in developing countries-Central America, north and east of South America, East Africa, Southeast Asia, etc.

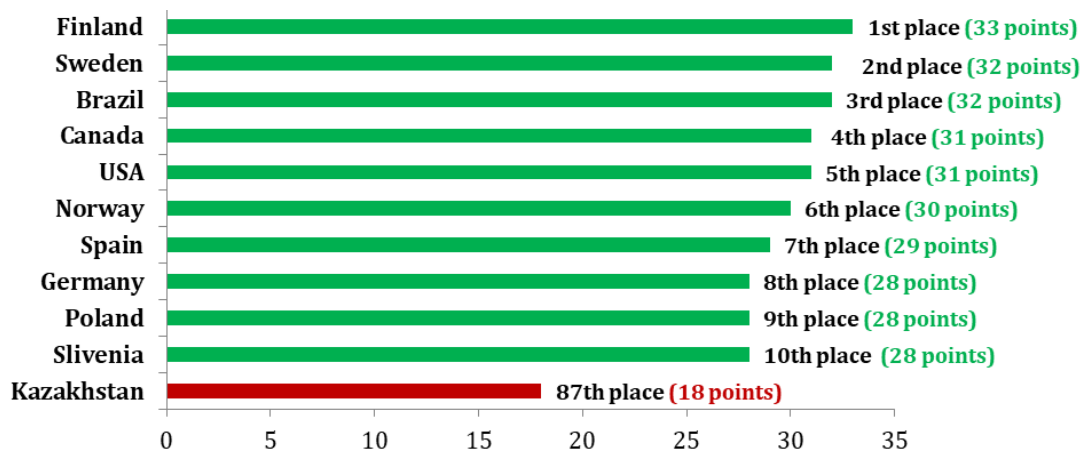
According to the Committee of Forestry and Wildlife of the Ministry of Ecology, Geology and Natural Resources of the Republic of Kazakhstan, the total area of specially protected natural territories of the country is 26 million hectares, that is about 0.26 million km², which is ten times more than in a number of countries with well-developed ecotourism. At the same time, the number of tourists is only 2 million people per year. Meanwhile, in the USA, the world leader in the development of ecotourism, this figure reaches 200 million people per year, and in Australia – 60 million people. The countries have achieved such results thanks to a well-established tourism management system in national parks and natural areas regulated by law [6]. The number of ecotourists in 2021 according to International Ecotourism Statistics is shown in Picture 1.



Picture 1– Number of ecotourists per year, (million)

According to the ratings of the Global Wildlife Travel Index for 2019, the countries with the highest rates of ecotourism were identified (Picture-2). The main factors taken into account in the assessment of environmental compatibility included:

- Preservation of large wildlife species (Ірі жабайы жануарларды сақталуы);
- Diversity of wildlife species (жабайы жануарлардың алуан түрлілігі);
- Prevalence of National Parks (Ұлттық саябақтардың саны);
- Leadership in establishing national parks (Ұлттық саябақтарды ашудағы ізашарлар);
- Coverage of protected natural areas (табиғи аумақтардың қорғалуы);
- Size of forested areas (аумақтың ормандылығы);
- Commitment to environmental sustainability (қоршаған ортаның қолайлы экологиялық жағдайын қолдау);
- Environmental Prosperity (экологиялық өркендеу). Each factor was evaluated on a 5-point scale. The maximum score that a country can score is 40.



Picture2 –Top 10 countries on the Global Wildlife Travel Index, 2019 (max 40 points)

The Picture 2 shows that ecotourism is most developed in Finland, Sweden, Brazil, the USA, Canada, Germany, Norway, Poland, Spain and Slovenia. And Kazakhstan ranks only 87th among 107 countries. These indicators are due to the fact that over the past 20 years the number of eco-resorts, eco-hotels, national parks, nature reserves, etc. has increased in these countries [7]. Table 1 shows a list of eco-hotels and eco-resorts in the world and Kazakhstan.

Table 1 – Popular eco-hotels and eco-resorts

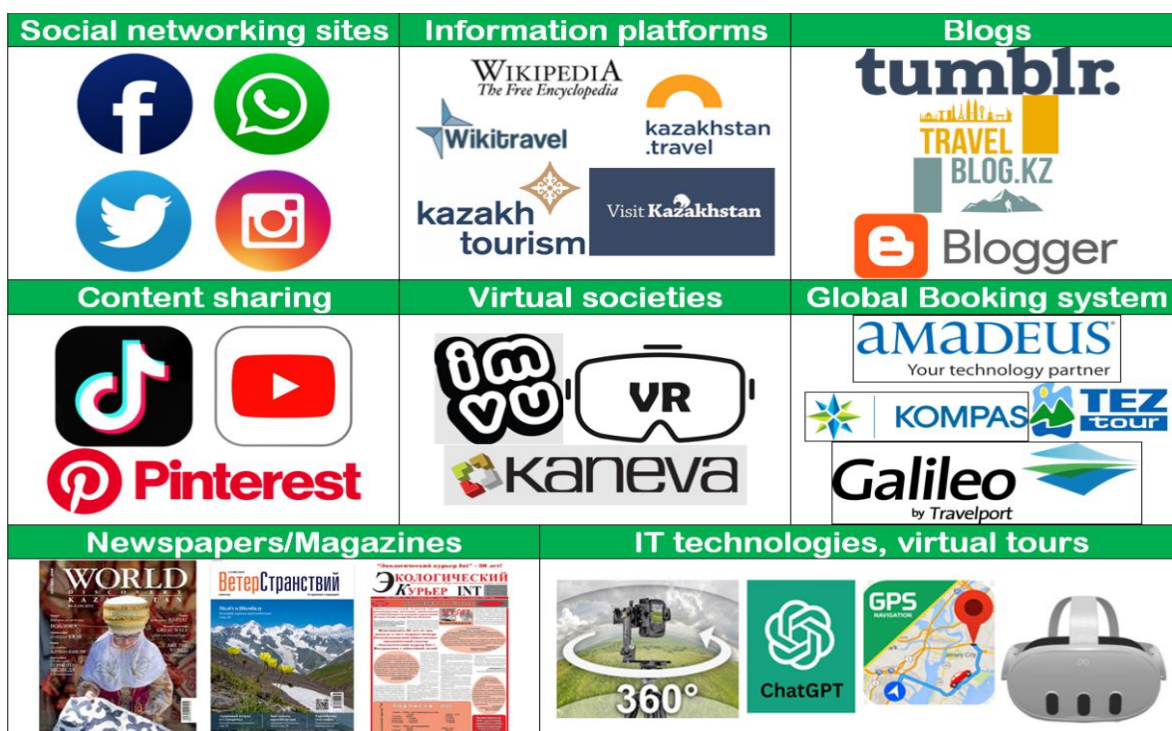
Popular eco-hotels and eco-resorts of the world	Popular eco-hotels and eco-resorts in Kazakhstan
“Bardessono”, USA	“Oi-Qaragai Lesnaya Skazka”, Almaty
“Mandarin Oriental Las Vegas”, USA	“Namaste Shale 200M”, Almaty
“Lausits”, Germany	“Rixos Borovoe”, Burabai
“Whitepod”, Switzerland	“Альпийская роза”, Almaty
“Butterfly House Bahia”, Brazil	“Suly Sai”, Almaty
“Svart”, Norway	“Eco Village Kaskasu”, Shymkent
“Hidden Wonder”, Canada	“Заречье”, East Kazakhstan
“Fairmont Banff Springs”, Canada	“Тенір”, Almaty
“Aire de Monte”, Spain	“Имантау-Шалкар”, North Kazakhstan
“Sápmi Nature Camp”, Sweden	“Көгездің Этно Ауылы”, Mangystau

Ecotourism in Kazakhstan is very popular among other types of tourism, as the country has a rich natural landscape, flora and fauna. Today, some types of ecotourism are developing rapidly in our country, such as **Educational tourism** and **Scientific tourism**. Hunting with birds of prey has become one of the most popular types of eco-tourism among foreigners and Kazakhstan has received the title of "hunting country". In combination with hunting, **Birdwatching** tours are also flourishing. Accommodation for tourists in recent years, yurt houses in **Jailoo tourism** have become especially popular, and **Equestrian tourism** is developing along with this.

In what ways do tourists become aware of the possibilities of ecotourism in the world and in Kazakhstan?

- Social media;
- Newspapers/Magazines, printed materials;
- Tourist portals (OTA-Online Travel agency);

- Tourist information centers;
- Internet materials, podcasts (Youtube, VKontakte);
- IT programs (Global reservation systems, Web 2.0, Web 1.0);
- Forums (Picture 3).



Picture 3 – Classification of social media

Social network. The basic centers of ecotourism in Kazakhstan are National parks, Reserves, Sanctuaries with significant natural and ecological potential and play an important role in this area. They have a positive impact on environmental and economic growth in local regions. Instagram Facebook and official pages Table 2 shows a list of national parks, reserves and links to them that inform ecotourists about the possibilities of ecotourism in these regions using social networks such as Facebook, Instagram and official pages.

Table 2 – Links to pages of social networks, official websites of Nature Reserves and National Parks of Kazakhstan

Nature Reserve	Official site	Facebook	Instagram
1	2	3	4
Korgalzhyn Nature Reserve	https://kgpz.kz/ru/	https://www.facebook.com/profile.php?id=100088389561942&ref=xav_ig_profile_web	https://www.instagram.com/korgalzhyn_gorygy/?hl=es
Almaty State Reserve	https://bioreserve-almaty.kz/ru/	https://www.facebook.com/profile.php?id=100001406659097	https://www.instagram.com/bioreserve.almaty/

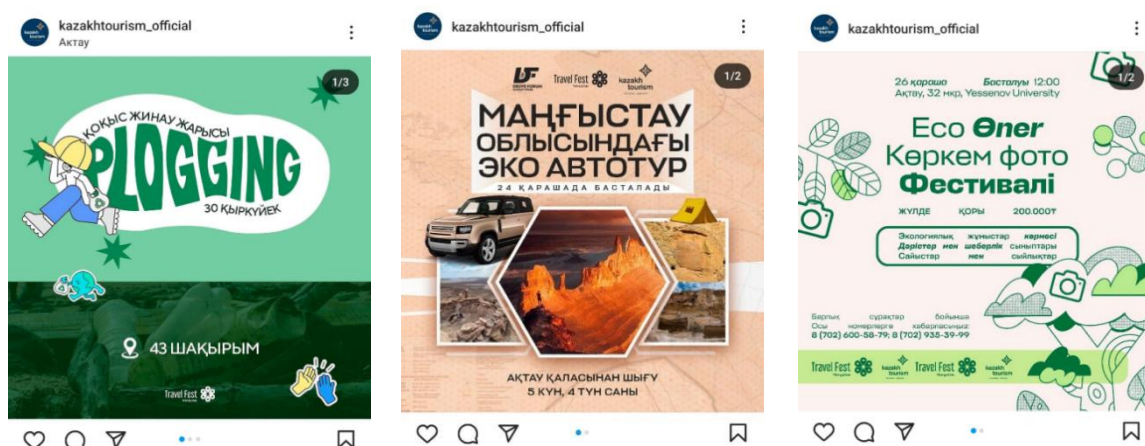
continuation of the Table 2

1	2	3	3
Alakol State Nature Reserve	https://alakol-gpz.kz/	https://www.facebook.com/profile.php?id=100045532252369	https://www.instagram.com/alakol_state_nature_reserve/
Aksu-Jabagly Nature Reserve	aksu-jabagly.kz	https://www.facebook.com/otdelektoturizma	https://www.instagram.com/aksuzhabagylymtk/
Karatau Nature Reserve	https://karatau-gpz.kz/ru/	https://www.facebook.com/karataunaturereserve	https://www.instagram.com/karatau_nature_reserve/
Naurzum Nature Reserve	https://naurzum.kz	https://www.facebook.com/pages/Наурзумский-заповедник/200585376652367	https://www.instagram.com/naurzum_gpz/
Barsa-Kelmes Nature Reserv	https://barsakelmes.kz/ru	https://www.facebook.com/barsakelmes39	https://www.instagram.com/barsakelmes39/
Markakol Nature Reserve	https://markakol-zapovednik.kz/ru/	https://www.facebook.com/markakolzapovednik/	https://www.instagram.com/markakol_1976/
Ustyurt Nature Reserve	https://ustirt.kz/ru/	https://www.facebook.com/profile.php?id=100011750322959	https://www.instagram.com/ustyurt_nature_reserve
West Altai Nature Reserve	https://www.zagpz.kz/ru/	https://www.facebook.com/zagpz.kz	https://www.instagram.com/zagpz.vko/
National parks	 Official site	 Facebook	 Instagram
National Park «Altyn – Emel»	https://www.altyn-emel.kz/ru/	https://www.facebook.com/profile.php?id=100064850854770	https://www.instagram.com/altynemel_np/
National park «Sayram-Ugam»	https://www.sugnp.kz/index.php/ru/	https://www.facebook.com/profile.php?id=100004519357710	https://www.instagram.com/sairam_ugam/?img_index=1
National park «Bayanaul»	http://bayangnp.rka.kz/ru/	https://www.facebook.com/bayangnp	https://www.instagram.com/bayangnp/
National park «Burabay»	https://burabaypark.qrpib.kz/	https://www.facebook.com/parkburabay	https://www.instagram.com/parkburabay/
National park «Kolsai-Koldery»	https://www.kolsai-koldery.kz/ru/	https://www.facebook.com/Kolsaisailakes/	https://www.instagram.com/kolsai_koldery/
National park «Qarqaraly»	https://karkaralinskpark.kz/	https://www.facebook.com/karkaraly.oopt	https://www.instagram.com/karkaragnpp/
National park «Tarbagatay »	https://tarbagatay-gpnn.kz	https://www.facebook.com/profile.php?id=100029879916413	https://www.instagram.com/tarbagatai_2018/

continuation of the Table 2

1	2	3	4
National park «Katon-Karagai»	http://br.katonkaragai.kz/	https://www.facebook.com/profile.php?id=100016434047429	https://www.instagram.com/katonkaragayskii_gnpp/
National park «Zhaongar-Alatau»	https://zhongaralatau.gnpp.kz/ru/glavnaya-stranicha/	https://www.facebook.com/profile.php?id=100010745820728	https://www.instagram.com/zhongar_alatau_kz/?hl=ru
National park «Charyn»	http://charyn.kz/	https://www.facebook.com/profile.php?id=100064237932206	https://www.instagram.com/charyn_official/
National park «Charyn»	https://gnppko.kshetau.kz/#	https://www.facebook.com/gnppko.kshetau/	https://www.instagram.com/kokshetau_mutp

The necessary available information is provided from the accounts of national travel agencies and ministries. Every person who has a social network can learn a lot of things and information through such accounts. Governments support the dissemination of information through social media because it is more effective. For example: the official Instagram account *Kazakh tourism* publishes various current eco-tours and eco-festivals (Picture 4). This way, more ecotourists can be attracted. With such an account, you can create your own eco-entertainment and find consumers for them.



Picture 4 – Publication of various eco-tours and eco-festivals on the Kazakh tourism Instagram page

Magazines, newspapers and printed materials play an important role in the development of ecotourism (Figure 5).

“*AVALON Discovery Kazakhstan*”- Materials for the issues of the magazine are being prepared within the framework of the project "Ecological Tourism and public awareness in Central Kazakhstan"

“*Ветер Странствий*” is a magazine aimed at the development of all possible types of ecotourism (scientific, cognitive, active, passive recreational, etc.) in Kazakhstan and Central Asia. It is also aimed at expanding people's knowledge about nature, protecting wildlife, flora and the environment, and solving environmental problems. It has been published since 2006.

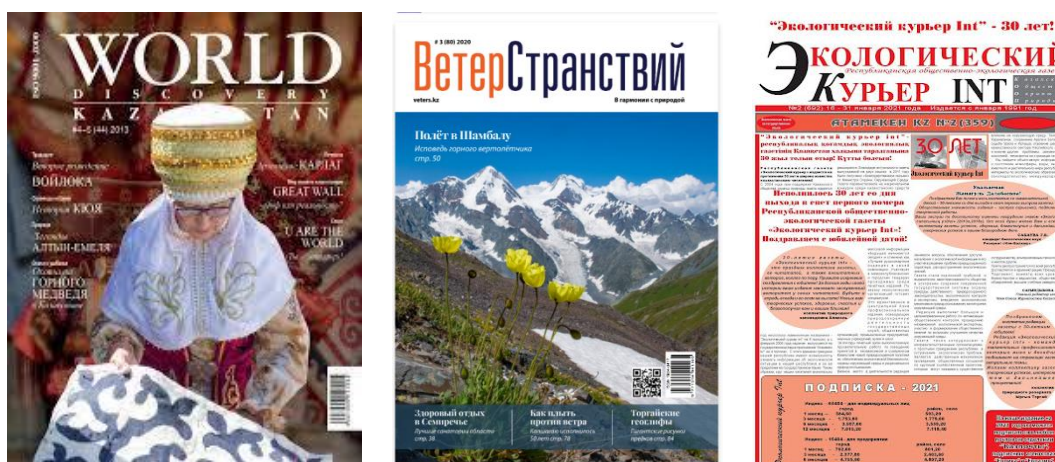
“*Мир Путешествий*” is one of the leading Kazakhstani publications in the field of

tourism, recreation and travel. It has been published since 2005.

“Соқпақ-Тропинка” is the only magazine that publishes methodological materials on children's tourism. The magazine is the main reference point for teachers and tour operators in search of information about tourism, local history, ecology and excursions. It has been published since 2005.

“Экологический Курьер” newspaper is the only professional publication in Central Asia covering the environmental activities of government services, public organizations, industrial enterprises, scientific institutions, universities and schools. The editorial board performs extensive and purposeful work to enhance public control, conduct an independent environmental assessment, and participate in shaping public opinion on improving environmental quality. It has been published since 2001.

The electronic newspaper “Вестник КТА” includes the most up-to-date news of the tourism business, draft laws in the field of tourism, official information from Ministries and regional tourism management bodies, interviews with specialists. It has been released since 1991, every week.



Picture 5 – Magazines, newspapers about ecotourism in Kazakhstan

Tourist portals. The Internet, with its vast amount of information, has become a key element in the ecotourism industry. Thanks to search engines such as Yandex, Google, Bing, Yahoo!, Baidu and others, people have daily access to extensive data, which has led to the formation of dependence on this resource. Travel portals and online booking platforms have also played a significant role in tourism, providing convenience and ease of travel planning.[8] Below is a list of tourism portals in Kazakhstan.

Kazakhstan.Travel is the official tourism portal of Kazakhstan, introducing the reader to the historical, cultural, architectural, and natural attractions of the country. All materials are provided in Kazakh, English, German, French, Chinese, Korean, Russian, which allows you to advertise the country's tourism potential to foreign tourists and local residents (<https://kazakhstan.travel/kk>).

Visit Kazakhstan is a republican tourism portal founded in 2016, the purpose of which is to show foreign tourists and residents of Kazakhstan the sights, nature, beauty of Kazakhstan, to provide services for booking tours, ecotours, hotels, events (<https://kazakhstan.travel/kk>).

AsiaTrip is a travel portal that provides tourists with ecological tours, excursions to natural and protected areas of Kazakhstan. It was created in 2019 (<https://asiatrip.kz/contact>).

Kazakhstan Tourist Association – The Kazakhstan Tourist Association was founded in May

1999 with the support of the President of the Republic of Kazakhstan as a republican industry association, which is engaged in the development and promotion of the tourism industry in Kazakhstan. KTA includes: travel companies (tour operators and travel agents), insurance companies, airlines, national parks, educational institutions and professional media (<https://kztour-association.com/>).

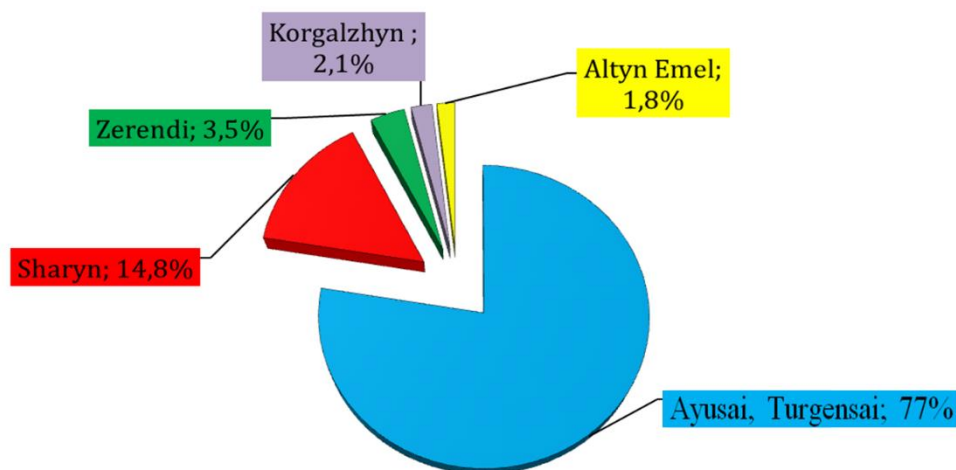
Central Asian Tourism Association is an international portal (Kazakhstan, Kyrgyzstan, Uzbekistan, Tajikistan) providing information to foreign guests in the field of tourism and hospitality (<https://visitcentralasia.org/>).

Hospitality Kazakhstan is the only center in Kazakhstan that successfully operates and actively interacts with the coordinators and owners of guest houses. It provides tourists with all the necessary information about existing eco-sites and a variety of services available to visitors (<https://hospitality-kazakhstan.kz/>).

Tourist information centers are one of the first places that tourists can visit in a new city. Below is a list of TIC of Kazakhstan.

- Nomadic Travel Kazakhstan (Karaganda Region);
- Visit Almaty (Almaty);
- Center Smart Tourism (Almaty);
- Ecotourism Information Resource Centre (Jetisu Region);
- Ayusai Visitor Center (Almaty Region);
- Visit Turkistan: tourist center (Turkistan);
- Turgensai Visitor Center (Almaty Region);
- Altynemel Visitor Center (Jetisu Region);
- Batan Visitor Center (Almaty Region);
- Zerendi Visitor Center (Akmola Region);
- Korgalzhyn Visitor Center (Akmola Region);
- Charyn Visitor Center (Almaty Region);
- Visit Alatau DMO (Almaty Region);
- Sartas Visitor Center (Mangystau Region)

Picture 6 shows the percentage of ecotourists visiting the centers in 2023. According to the Ministry of Tourism and Sports, the most visited visitor centers in Kazakhstan are the following, 1st, 2nd places *Turgensai Visitor Center* and *Ayusai Visitor Center*, they were visited by approximately 259 thousand people. 3rd place *Charyn Visitor Center*, the number of visitors is 49-50 thousand people. *Zerendi Visitor Center* has the 4th place with 12 thousand people. The 5th place is occupied by the *Korgalzhyn Visitor Center*, which was visited by approximately 7 thousand people. *Altynemel Visitor Center* took the 6th place, the number of visitors is 6 thousand people.



Picture 6 – Most visited visit centers in Kazakhstan for the 1st half of 2023

Content sharing. *YouTube* is a key element of modern advertising strategy for many countries, providing a convenient platform for posting and watching videos. It attracts both amateurs and professionals due to its simplicity and accessibility. Today, tourists are increasingly turning to *YouTube* to explore potential destinations, where they can find information about cities, hotels, events and cultural features of the country. This hosting has channels about tourism in Kazakhstan, offering videos about ecotourism, hotels and other interesting places that help educate guests about the country. Below is a list of the main channels.

Kazakhstan Travel *YouTube* channel, in the # *СаяхатTime* section, presents a series of videos dedicated to the unique places and attractions of the Kazakh land, created specifically for tourists.

Turan TV is the first Kazakh channel dedicated to fishing, hunting and an active lifestyle, aimed at popularizing domestic tourism, outdoor activities, national sports and culture.

Tourism Online Academy is a platform that combines all the knowledge of the domestic tourism industry and professionals on one resource.

Alkettik [Travel Vlog] - famous actor, Anuar Nurpeisov makes a trip to cities and regions of Kazakhstan. The purpose of the channel is to show tourists and guests all the most beautiful places of our vast homeland.

TikTok, the leading platform for short videos, provides an opportunity for millions of users to explore the world and find new travel destinations. The topic of travel is very popular among the *TikTok* community: users from all over the world actively share their impressions and recommendations in short videos with the hashtag #travel, which has gained more than 220 billion views. *TikTok* and *Kazakh Tourism* have launched a large-scale initiative #ГидПоКазахстану, within which they will create a video guide about sights, cultural institutions and places for gastronomic tourism throughout the country.

IT technologies in the field of tourism. Ecotourists of Kazakhstan and travelers from abroad increasingly began to visit national parks, sanctuaries and reserves, such as: “West Altai Reserve”, “Katon-Karagai”, “Sairam-Ugam”, “Tarbagatai National Park” and the national park “Kolsai Kolderi”. Over the past 10 years, the number of visitors to these places has increased 10 times. This happened thanks to new IT solutions – the development and implementation of virtual tours. To date, virtual tours have been introduced in these specially protected natural areas. The tours are interactive presentations that include images of 3D panoramas and aeropanors. They also contain information about tourist routes and trails,

which allows the user to navigate through the selected space and creates a sense of presence [9]. Picture 7 below shows an example of the implementation of this technology.



Picture 7 – Virtual tours of National Parks and Nature Reserves

Google Maps is a valuable tool for the development of ecotourism, as it provides an opportunity for potential visitors to get information about various natural attractions, routes and ecologically important sites in a particular region. The advantages of using Google Maps include the following: displaying the location of environmentally significant sites, the ability to create routes and tracks, access to photos and reviews, information about local services, as well as use for promotion and marketing.

The creation of the *Avalon Kazakhstan eBook* was motivated by insufficient awareness of foreign tourists about Kazakhstan's tourism opportunities, despite the country's significant potential in this area. (Picture 8).



Picture 8 – eBook

Mobile apps for environmental awareness. Currently, mobile applications developed for use on tablets and smartphones are an innovative tool for stimulating domestic tourism, including ecotourism, and promoting investment projects. The main benefits of such applications include simplified interaction between the brand and the user, economic benefits and ease of use [10]. In the tourism industry, there are a huge number of mobile applications offering various services and capabilities. The most common are: “Google Maps”, “Booking.com”, “TripAdvisor”, “Forsquare”, “CheckMyTrip”, “AirBNB”, “Skyscanner”, “Rome2rio”. The following mobile applications are widely used in Kazakhstan: “2Gis”, “Basilic”, “Anytime”, “MiG”, “TourismKaz”, “Lonely Planet Kazakhstan”, “Bus.kz”, “Kaspi.kz”, “tourcode.kz”, “ЭкоПутишествие”, “ЭкоДиковинка”, “Зеленые Соседи”, “ЭкоАктивист” etc.

Conclusion. Kazakhstan has a significant historical and cultural heritage, including 11 sites included in the UNESCO World Cultural Heritage List. In addition, it has a unique natural potential for the development of ecotourism, attracting foreign visitors. The country is characterized by relative stability and safety for tourists, and also has the potential to create new tourism products. The involvement of ecotourists helps highlight the natural beauty of Kazakhstan and use its cultural heritage as a sustainable source of income for local residents. Advertising through PR, the use of digital technologies and social networks in the field of ecotourism bring numerous benefits, improving the tourist experience and increasing the efficiency of ecotourism enterprises. The development of a virtual infrastructure for ecotourism and the active promotion of Kazakhstan's rich natural and cultural heritage will allow it to become one of the leading destinations for ecotourism enthusiasts in the world.

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ЭКОТУРИЗМ МАРКЕТИНГІНДЕ ЦИФРЛЫҚ ТЕХНОЛОГИЯЛАР МЕН ӘЛЕУМЕТТІК ЖЕЛІЛЕРДІ ҚОЛДАНУ

Аңдатпа. Экотуризм Қазақстандағы туризм индустриясының негізгі бағыты болып табылады, бірақ оның әлемдік нарықтағы бәсекеге қабілеттілігі әлі де төмен. Осыған қарамастан, ол елдің туризм секторында маңызды орын алады және оның дамуының негізгі элементі болып табылады. Бұл мақалада Қазақстандағы экологиялық туризм тақырыбы және оның әлемдік нарықта кездесетін қиындықтары көрсетілген. Экотуризмді дамытуда цифрлық технологиялар мен әлеуметтік желілерді пайдалануға ерекше көңіл бөлінеді. Зерттеу жұмысында интернет пен әлеуметтік желілердің экотуризмнің өсуіне әсері талданады. Сонымен қатар, туристер үшін пайдалы ақпаратты қамтитын зерттеу нәтижелері ұсынылған, сондай-ақ Қазақстандағы экотуризмді дамытудың перспективалық бағыттары мен келуші қонақтарды қолда бар мүмкіндіктер туралы ақпараттандыру әдістері қарастырылған. Мақалада сонымен қатар экотуризм маркетингі саласындағы ағымдағы үрдістер мен мүмкіндіктер талданады. Экотуристердің назарын аудару үшін әлеуметтік желілер мен жаңа ІТ технологияларды пайдаланатын туристік компания, табиғи саябақтар мен қорықтар мысалдары келтірілген.

Кілт сөздер: экотуризм, әлеуметтік желі, әлеуметтік медиа, интернет, турист, маркетинг, технология, табиғи қорық

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ПРИМЕНЕНИЕ ЦИФРОВЫХ ТЕХНОЛОГИЙ И СОЦИАЛЬНЫХ СЕТЕЙ В МАРКЕТИНГЕ ЭКОТУРИЗМА

Аннотация. Экологический туризм является главным продуктом туристической индустрии Казахстана, однако его конкурентоспособность на мировом рынке пока невысока. Несмотря на это, он занимает важное место в туристическом секторе страны и представляет собой ключевой элемент для его развития. Данная статья освещает тему экологического туризма в Казахстане и вызовы, с которыми он сталкивается на мировом рынке. Особое внимание уделяется использованию цифровых технологий и социальных сетей в сфере продвижения экотуризма. В работе проанализировано влияние интернета и социальных медиа на рост экотуризма. Кроме того, представлены результаты исследований, содержащие информацию, полезную для потенциальных туристов, а также рассмотрены перспективные направления развития экотуризма в Казахстане и методы информирования потенциальных посетителей о доступных возможностях. Статья также анализирует актуальные тренды и возможности в области маркетинга экотуризма. Приводятся примеры туристических кампаний, природных парков, заповедников которые используют социальные сети и новые ІТ-технологии для привлечения внимания экотуристов.

Ключевые слова: экотуризм, социальная сеть, социальные медиа, интернет, турист, маркетинг, технологии, природный заповедник.