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SOCIO-ECONOMIC IMPORTANCE OF THE TOURISM INDUSTRY IN KAZAKHSTAN AND ITS DEVELOPMENT STRATEGIES

***Abstract.** This article explores the development of tourism in Kazakhstan and its socio-economic importance. The aim of the study is to analyze the impact of the tourism industry on Kazakhstan's economy, its historical stages of development, and the current state of tourism. The research identifies the benefits tourism brings to the population and the national economy, as well as its role in promoting social and intercultural connections. Methodological approaches used include data collection, comparative analysis, and interpretation. As a result, recommendations for improving the tourism industry in Kazakhstan and suggestions for its future development are provided. This study contributes to a deeper understanding of the key factors necessary for advancing tourism in the country.*

***Keywords:** Tourism industry, Socio-economic development, Cultural heritage, Hospitality sector, Historical tourism*

Introduction

Currently, the tourism industry is one of the most important and dynamically developing sectors of the global economy. According to the data of the World Tourism Organization, tourism covers a significant part of the world production and service market, which proves its socio-economic importance. In this regard, the development of the tourism industry of Kazakhstan is considered as one of the important strategic tasks.

The rationale for choosing a research topic is the importance of determining the current state of tourism in Kazakhstan and its impact on social and economic development. Because this industry has become an important tool contributing to the preservation of the cultural heritage of the country, improving the welfare of the people and strengthening interregional relations. In addition, the lack of sufficient research on this topic in the country, as well as the appearance of new tourism objects, increases the urgency of the problem. The object of research is the tourism industry in Kazakhstan, and the subject is its impact on social and economic development. The purpose of the study is to analyze the current state of the tourism industry in the country and make specific recommendations for its improvement. Tasks include identifying key aspects of tourism, comparing and analyzing data, and developing practical recommendations.

The results of this study can have valuable practical significance in the development of tourism development strategy of Kazakhstan.

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Materials and methods

The following methods and materials were used to ensure the scientific reliability of the research. First, in the course of data collection and analysis, specific statistical data related to the development of the tourism industry in Kazakhstan and its socio-economic impact were taken as a basis. These data were obtained from the official data sources of the Republic of Kazakhstan and the statistical database of the World Tourism Organization.

Methodological approaches used in the research include comparative analysis, data collection and their interpretation. By means of a comparative analysis, the development indicators of tourism in different regions of Kazakhstan were studied, and interregional differences were determined. Data analysis was carried out using Excel software, and results were presented numerically and graphically.

According to the experimental research protocols, the main factors influencing the development of the tourism sector of Kazakhstan were determined. The study areas included various tourist facilities, national parks and historical and cultural monuments of the country. The current state of tourism facilities in each region and their impact on visitors were determined through special observations.

Qualitative and quantitative analysis methods were used as a methodology for evaluating the results. Qualitative analysis was aimed at evaluating the tourist potential of tourism facilities, while quantitative analysis was conducted on the basis of statistical data. Currently, there are various forms of human activity, which are aimed at creating a general situation and learning about the world. The improvement of people's living conditions increases the human need to discover a new world, including the desire to travel. Travel is tourism. Tourism is not only about displacement, it has many economic and social aspects. In the last ten years, tourism has become a strong independent industry. According to the World Tourism Organization, tourism provides 10 percent of the world's production and service market turnover. 6% of the world gross domestic product, 7% of world investment, every 16th job, 11% of world consumer spending, 5% of all tax revenue come to the tourism sphere. These numbers show the direct impact of the tourism industry on the economy.

In the history of mankind, travel appeared with the purpose of developing trade, conquering and developing new lands, and searching for resources.

Travel is the movement of people in space regardless of the purpose of movement. Tourism is a type of travel.

According to the definition given in the law on tourist services in the Republic of Kazakhstan: "Tourism is an overnight trip of individuals for a period of twenty-four hours to one year, or less than twenty-four hours, but not related to paid services in the country (place) of temporary stay."

Tourism (from the French word *tourisme*, *tour*- walk, trip) is a relatively young phenomenon that spread to the masses only after the Second World War, and on the other hand, travel is a phenomenon known from ancient times. The history of tourism is divided into four periods:

- 1) XIX century. to - elite tourism, creation of special enterprises producing tourist products.
- 2) 19th century - the First World War - turbulent changes in the development of transport, the opening of the first travel agencies.
- 3) the period between the two world wars - the development of mass tourism.
- 4) after the Second World War - the current period - mass tourism, the creation of the tourism industry as an interdisciplinary complex that produces goods and services for tourism.

The first stage is defined as the historical prerequisite of tourism. In ancient times, the main reason for travel was trade, education, pilgrimage, and healing. In ancient Greece, sports trips arose because people from all over the world gathered for the Olympic Games. The Phoenicians traveled across the Mediterranean to present-day Syria and Lebanon.

In the Middle Ages, travel took on a religious character. Religious faith leads people to visit holy places: Muslims - to Mecca, Christians - to Jerusalem and Rome. Churches were places of reception for travelers [1].

The Renaissance and the Age of Enlightenment weakened the religious motive and strengthened the personal and educational development of travel. For example, Englishmen used to start their trips in London, then go to France (stopping in Paris for a few days), and then to Italy. The return routes passed through Switzerland, Germany, and the Netherlands.

19th century until the middle of the 19th century, trips had no purpose, but only a condition for carrying out an individual activity (trade, pilgrimage).

The second stage is characterized by dramatic changes in the development of transport. The invention of the steam locomotive was distinguished by the reliability and speed of movement and the reduction of travel costs. As a result, the number of travelers has increased. Due to this, enterprises (hotels) that wait for temporary visitors have appeared. 19th century in the meantime, the leisure industry has expanded its scope. First of all, travel agencies were opened that were committed to organizing tourist trips and selling them to customers. A classic example of this is the group tour organized by the Englishman Thomas Cook in 1941. In the complex of services there was a twenty-mile journey by railway, tea and bread on the train, and an orchestra. Thomas Cook opened the first travel agency (first in Leicester, then in London). Following this example, in 1854, K. Riesel opened the first German travel agency in Berlin. 19th century in the second half, tourist offices were opened in many countries. Since 1862, the first catalogs for tourist trips have been published [2].

The First World War, the Great Depression of the 1930s and the Second World War had a negative impact on the development of tourism. Despite this, during these wars, tourism (the third period) gave birth to the majority, and its prosperity came in the post-war decade.

After the Second World War, tourism became a real mass (fourth period). It has become a necessity for the people of developed countries. A tourism industry with its own institution, product, production cycle, organization and management method were created. This period is characterized by an increase in the number of travelers, tourist enterprises and the volume of production, the construction of accommodation facilities, a sharp increase in tourist infrastructure objects. Modern tourism is characterized by large-scale international exchange.

Tourism with such a long history has not yet received a single definition. Russian scientist V. G. As Saprunov said, there is still almost no common agreed-upon point of view defining the concept and understanding of tourism.

The definition of tourism can be grouped into three groups. The first group includes definitions that describe tourism as a form of recreation, spending free time, traveling and strengthening human health, as well as the use of a service field that combines the improvement of culture and education (restoration of a person's physiological, intellectual and emotional strength).

The second group of definitions of tourism, which considers it as a type of population migration, is characterized by the act of movement, travel, conquering space as a tool of tourism statistics.

The third group of definitions describes tourism as a complex socio-economic phenomenon, shows the unity of its various properties and relations, reveals its inner meaning.

In statistics, tourism is considered as a form of population migration, not related to change of address or job. At the beginning of tourism, the movement and temporary stay of people in a place other than their permanent residence. But in the process of historical development, the content and meaning of this concept changed and additions were made. According to the definition adopted by the United Nations in 1954, tourism is an active recreation related to visiting places outside of a permanent place, which affects the strengthening of health and fitness of the human body. A broad description of this concept was given by the Academy of Tourism in Monte Carlo: tourism is a general concept that is not related to the paid work of people who come from their place of residence for the purpose of treatment, to satisfy their cognitive interest in their free time, or for professional-business purposes.

In 1993, the UN Statistical Commission adopted a definition approved by the World Tourism Organization (WTO). According to it, tourism includes activities of people who travel for a period not exceeding one year, for recreation, business and other purposes, in places outside the residential area [3].

According to this definition, the main characteristics of tourism are as follows:

- going outside the residential environment;
- temporary nature of movement;
- purpose of the trip;

Going beyond the residential environment is an important characteristic of tourism. The place of residence of a certain individual includes the address where he lives and a certain district he frequents.

According to the WTO proposal, the habitat parameter is characterized by two indicators: the frequency of visits to the object and its distance. Places frequented by people, even if they are far away, belong to the element of residential environment. For example, people living near the border work in a neighboring country, they are not classified as tourists.

The second indicator is the distance. Address - places located far away from the place, regardless of the frequency of visits to it, belong to the residential area.

The purpose of the trip is an important characteristic that accurately determines the type of services that belong to tourism. The criterion that separates tourism from other types of travel is that it should not be the goal of performing a paid service at the destination. The purpose of the trip is its reason. Human behavior is always causal. The tourist reason determines the needs of the person.

2. Development of tourism of the Republic of Kazakhstan

2.1. Tourism in Kazakhstan

Medeu ice rink

Due to their location along the Great Silk Road , cities and nature reserves in Kazakhstan have long been objects of travel and tourism. The first tourist organizations in Kazakhstan appeared in the 20s and 30s of the 20th centuries. In 1929, he organized the first tourist excursion in Almaty . He was given a G.I. Beloglazov and F.L. 17 school teachers led by Savin participated. The trek started from the vicinity of Almaty and ended at Yesik lake (62 km). In 1930, the regional branch of the Society of Proletarian Tourism and Excursions started working near the Museum of Local History of Almaty. Its first chairman was V.G. Gorbunov was elected. This year, a group of Almaty city telegraph and postal workers (16 people) (led by F. L. Savin) went to Medeu - Kokzhailau - to the coast of the Big Almaty Lake [4]. V. Zimin , A. Bergrin, D. Litvinov, H. Rakhimov, G.

Beloglazov, etc. are involved in this type of tourism. contributed a lot. In January 1931, the first skiers' expedition was organized from Almaty with the initiative of Zimin. 8 riders of the National Cavalry Regiment joined the 8 skiers who received the "Work and Defense" relay. They left Almaty and passed the baton to the Kyrgyz team through the Kordai pass through Uzynagash. Zhetysu in Almaty that year the first branch of the All-Union Proletarian Tourism and Excursion Voluntary Society with 10 members was organized near the museum.

A small house for tourists was built in Kuysgensai (Gorelnik) gorge in the Alatau valley with the initiative of amateur tourists. In 1936, the roof of the first 50-person "Gorelnik" tourist center in the republic was erected here. In 1938, the first Kazakh tourist rally was held in the Kokzhailau gorge (near Almaty). About 200 tourists took part in it. From the beginning of 1943, the All-Union School of Instructors for training mountain riflemen of the Soviet Army was located in the "Gorelnik" camp. After the war, "Gorelnik" became a training base for skiers and climbers. In 1952, the Tourist and Excursion Board (TEU) [5] was established in Kazakhstan for the purpose of active recreation of people. In 1961, the Republican Young Tourist Station was opened in Almaty. In 1960, the Republican Department for Tourism was organized under the Council of Trade Unions of the Kazakh Republic. In 1962, the Tourist and Excursion Board was reorganized into the Tourism Council. In 1965, the republican and 5 regional (Almaty, Karaganda, East Kazakhstan, Ural, Shymkent) tourist councils and excursion bureaus were opened in Kazakhstan.

Sharyn gorge

- 1950-60 years Mountain tourism, alpinism (climbing to the top), sports tourism began to develop in higher educational institutions of Almaty. As a result, a group of tourist instructors was formed. During these years, S. Kuderin, U. Usenov, N. Dubitsky, V.G. Homullo, et al. specialists made a great contribution to the development of tourism among pupils and students.

- In 1958, Zimin was awarded the title of Master of Sports of the USSR in tourism for the first time.

- in 1970, influenced the further development of tourism.

- In 1971-75, the material base of tourism was strengthened in Kazakhstan, travel-tourist organizations increased, new tourist bases and hotels were commissioned.

- In 1978, the resp. of excursion and tourism in Kazakhstan. council and 14 regional councils, 17 tourist bases and hotels, 26 travel and excursion bureaus and 3 bureaus serving foreign tourists, Almaty, Ural, Shymkent Tourist car bases were established in cities. The number of places in tourist centers and hotels has reached 7 thousand.

- In 1988, there were some changes in the structure of tourism. New tourist excursion associations were created. In these years, the development of tourism of Kazakhstan N.I. Samoilenko, S. Abdenbaev, T. Zhezdybaev, A. Chukreev, O. Mazbaev, S.R. Erdauletov, etc. made a great contribution. Since 1991, the tourism industry has moved to a new stage of development in Kazakhstan, which gained independence. In 1993, Kazakhstan became a member of the World Tourism Organization. This year, a national program for the development of the tourism industry was adopted [6].

- In 1997, the concept of revitalization of the historical centers of the Great Silk Road of the Republic of Kazakhstan, the development of the continuity of the cultural heritage of the Turkic-speaking countries, and the general tourism development strategy were created. On June 13, 2001, the Law "On Tourist Activities in the Republic of Kazakhstan" was adopted. It contains the primary measures for the development of the tourism industry in the republic, licensing of tourist activities, etc. issues have been formulated. The natural, historical, geopolitical location of Kazakhstan allows

rational use of tourist facilities, and also requires development as one of the main branches of the economy.

- In 2002, 430 tourist organizations, firms and various bureaus worked in the republic. 6,000 people, including 1,500 professional tour guides (guides), provide their services. Tourist companies of Kazakhstan have relations with about 80 countries of the world. 25 companies of Almaty city and 5 regional centers export to India, Turkey, United Arab Emirates, Pakistan, Republic of Korea, Greece, Poland, etc. launched charter flights to countries.

All types of tourism in Kazakhstan (educational, entertainment, ethnic, environmental, health, children's, sports, hunting, fishing, horse riding), etc. is conducted according to for this, more than 700 travel routes have been established on the territory of Kazakhstan. They are served by 372 hotels of different categories with a total capacity of 33,000 beds in Kazakhstan. For example, in the city of Almaty guests can enjoy " Alatau ", " Kazakhstan ", " Dostyk ", " Esik ", " Otyrar ", " Astana ", " Ankara ", " Hyatt Regency Almaty ", "Intourist", etc. hotels provide service. There are 30 travel agencies and 25 hotels in Astana. The largest of them are: "Okan - Intercontinental Astana"; "Komform - Hotel Astana", "Tourist", "Esil", "Silk Road", "Altyn Dala", etc.

Tourism specialists at the Academy of Tourism and Sports, Kazakh University of International Relations and World Languages, Almaty State University, Kazakh National University, " Turan " University, etc. are prepared in higher educational institutions [7].

2.2. Tourist objects

Tourist resources in Kazakhstan include natural-climatic, historical, socio-cultural, health facilities, which include tourist service facilities, as well as other facilities that can satisfy the spiritual needs of tourists, help to restore and refresh their efforts. They are cultural, educational, environmental, sports, social, religious, etc. divided into types of tourism.

Tourist facilities in Kazakhstan are divided into several groups:

- natural and recreational
- historical and archaeological
- do penance

Altynemel mountain ranges

Natural and recreational facilities include Kokshetau , Burabay , Bayanaul , Ereymentau in the North Kazakhstan region , Zaisan , Markakol in the East Kazakhstan region , Kazakh Altai , West, North Tien-Shan in South Kazakhstan , Altynemel mountains, Zhetysu basin, Ustirt in West Kazakhstan , Mugalzhar , Caspian depression, Zhayik region, Karkaraly , Kyzylarai , Bektauata , Ulytau , etc. in Central Kazakhstan. natural objects. At the same time, national parks and nature reserves in Almaty region are of great importance in the development of tourism. They include Ile-Alatau National Park, gorges between Turgen-Shamalgan rivers, Turgen , Esik , Talgar , Almaty, Kaskeleng , Shamalgan settlements. Development of tourism in Altynemel , Kokshetau, Burabay national parks is supported and developed by the state. Preconditions for the development of scientific and ecological tourism have been created in 9 state reserves on the territory of Kazakhstan [8].

Karkarali National Park

Historical and archaeological monuments have a special place in tourist and excursion trips. Any forms of archaeological monuments take an important place in tourist-excursion activities. Among them are Sakh mounds in Zhetysu, Talkhiz town, Otyrar in South Kazakhstan, Sayram, Sarayshik in West Kazakhstan, etc. instead of ancient cities, there is a lot of interest for tourists. Mounds and tombs are of great importance among the objects of archaeological and historical

monuments that have survived until now. Bronze Age monuments include petroglyphs on rocks. Among them are famous and unique temples: Eshkiolmes temple in Tambalyaz of Anyrakay mountain, Eshkiolmes temple on Koxsu river, as well as rock paintings in Sholak, Kindiktas, Bayanzhurek mountains. The Saka mounds from the 6th-3rd centuries BC, the burial chamber in the Besshatyr burial ground and the "Golden Man" dressed in Saka army uniform, the "Saka Queen" discovered in 2001-2002 in the Bergiel (Berel) mound of the Katonkaragay district of East Kazakhstan region belong to the archeological tourist objects. Medieval Turkestan, cities of Otyrar, Turbay, Kulan, Merke, Talkhiz, Zharkent, etc. settlements are modern tourist facilities [9].

Kozha Ahmet Yasawi mausoleum in Turkestan city

Turkestan is the first capital of the Kazakh Khanate. The mausoleum of Khoja Akhmet Iasau was built there, Tauke, Taukel, Jangir, Esim, Abylay, Kazybek bi, who founded the Kazakh state, were buried in and around the mausoleum.

Otyrar, Sarayshik, Sayram, etc. in Kazakhstan. Ancient medieval cities are attractive objects for tourists.

Arystan bab mausoleum

Mausoleum of Aisha Bibi

2.3 Tourism projects

National tourism projects

The development of these tourism products implies the need to develop various tourism projects, including projects of national importance. National tourism projects include large projects initiated by the Government of the Republic of Kazakhstan.

National tourism projects currently being developed are the Burabay resort area in the Astana cluster, the South Kaskelen ski resort in the Almaty cluster, Buktyrma - Katonkaragai in the East Kazakhstan cluster, and Kendirli in the West Kazakhstan cluster.

Burabay resort area is the development of high-quality resorts with several lakes, facilities for leisure, receptions and meetings, health events, spa, sports competitions, golf, horse riding and other types of activities. This project envisages the development of five zones with a total of 5020 beds, 11 hotels (including Rixos Hotel) with 4552 residences.

Other facilities include conference and event facilities, health and spa facilities, outdoor and indoor facilities, sports facilities, a golf course, an equestrian center, a lakeside marina, and a yurt[10].

The total cost of the project is estimated at approximately 1624 million US dollars, which will be invested in stages from 2014 to 2030. The project of the "Burabay" resort area is described in the systematic plan for the development of the Burabay resort area of the Akmola region.

Kaskeleng South is the development and development of a large international ski resort for various activities and winter and summer vacations. This project envisages the development of tourist infrastructure, which includes 3 areas of hotels, apartments, townhouses and chalets with a total capacity of 28,600 beds. There are also 148 kilometers of ski tracks, 27 ski lifts and 4985 parking spaces for 31,600 skiers.

The total cost of the project is about 3.18 billion. Denominated in USD, it will be invested in stages over the next 20 years. The "Kaskeleng South" project is described in the systematic plan for the development of the ski area of Almaty.

Kok Zhailau is the development and development of a year-round mountain ski resort in accordance with international standards. This project envisages the creation of an international ski resort near the city of Almaty, including passenger wing roads and engineering networks to the

main objects of the resort. International class hotels, chalets, golf courses, etc. as part of private investment. construction of commercial property objects is planned. The "Blue Zhailau" project is described in the system plan for the development of the mountain-ski area in the city of Almaty.

Buktyrma - Katonkaragay:

"Peschanka" resort - development of a resort destination with high-quality services for recreation on the shores of the Buktyrma reservoir. This project envisages the development of 9 hotels, villas, cottages and townhouses with a total capacity of 8,476 beds, as well as several areas with a marina for yachts, a water park and sports facilities.

The total cost of the project is about 365 mln. US dollars (excluding transport infrastructure and utilities), including the amount of investments until 2020 is 274 million. USD (for 2152 beds and mixed parking areas, roads and landscaping). The "Peschanka" project is described in the master plan of the cluster program of tourism development of East Kazakhstan region.

"Chingistai" resort is the development of a mountain resort for winter and summer recreation and various types of activities on the territory of "Katonkaragai" MTP. This project envisages the construction of 5 hotels, villas, cottages and hunting lodges with a total capacity of 3266 beds, as well as the construction of other related facilities for skiing, sports and tourist services. The total cost of the project is about 159 mln. Estimated in US dollars (excluding ski facilities, transport infrastructure and utilities), including the amount of investments until 2020 is 106 million. USD (for 1364 beds and mixed parking areas, roads and landscape design).

The "Chingishtai" project is described in the master plan of the cluster program of tourism development in the East Kazakhstan region.

These two resorts offer cruises on the Irtysh River, Altai tours, and more. together with tourism products and the common airport in Bolshoi Naryn were integrated into one system.

Kendirli is the development of a new destination that includes beach vacations as well as various activities. The project includes 22 hotels with a total capacity of 60,000 beds (of which 40,000 are for tourists and 20,000 for employees and their families) and 16,400 residences and urban retail centers serving visitors, indoor and outdoor. plans to develop facilities for sky sports competitions, 3 golf courses, a marina for yachts and various community facilities for local residents. The total cost of the project is about 3.3 billion. Estimated in US dollars, including 1.96 billion investments until 2020. USD (for 36,382 beds). The "Kendirli" project is described in the systematic plan for the development of the Kendirli tourist area.

EXPO - 2017

EXPO specialized international exhibition is a major international event that is a symbol of industrialization and an open platform for showing technical and technological achievements. Holding EXPO-2017 contributes to the significant progress of the Republic of Kazakhstan and its capital at the international level. However, a comparative analysis of the experience of the countries organizing the said exhibition shows that the business success of the said event often depends on the domestic market [11].

Taking into account that there are about 5,000 hotel rooms with below-average occupancy rates in the city of Astana, the introduction of new hotel rooms will be further determined according to the development of the project.

Efforts related to the organization of EXPO-2017 are not enough to create a tourist infrastructure, make changes and solve the main tasks related to increasing the competitiveness of the tourism product of Kazakhstan: simplifying the terms of entry to the country, creating a tourist transport infrastructure, the ability to provide attractive prices and management of the destination,

etc. should be directed.

In addition to the above four tourism projects identified in the systematic plans and master plan, the projected development of the planned tourism products implies the need to develop other tourism projects of national importance.

This applies to the cities of Astana and Almaty, the South Kazakhstan cluster, which in turn means that systematic plans should be developed for all three regions.

Other tourism projects

In addition to national projects, there are several groups of projects whose list is regularly updated [12].

The first group is large tourism projects initiated by large private developers, containing a significant tourist product, or integrated real estate construction projects. The cost of such projects exceeds 100 million US dollars. The proposed role of the authorized body on tourism for such projects is to coordinate the master plan of the development of these projects in accordance with this Concept and strategies for the development of relevant clusters, to coordinate with the plans for the development of tourism and transport infrastructure, and to provide support in solving administrative problems. The role of the national company when there is an appropriate request from the project initiators is to consider the possibility of investing in the project.

In any case, such projects will be considered within the framework of the Republican industrialization map. Today, such projects include the master plan for the development of the Warrior Gorge in the Almaty region, the construction of an international racetrack in the city of Almaty, etc. can be attributed.

The second group is large resort areas of regional importance. Promotion of the concepts of these resorts, including the development of appropriate master plans, should be carried out at the initiative of regional akimats with the support of social-business corporations. The role of the authorized body on tourism in such projects is to select projects according to the approved methodology of project evaluation in order to determine the most priority regional projects, to provide methodological assistance to akimats in the development of master plans, as well as to promote the receipt of budget funds for the development of the infrastructure of the mentioned resort areas. Such examples include Kok Zhailau resort area, Bayanaul, Karkaraly, Balkash suburbs, etc. can be attributed.

The third group is individual projects for the construction of hotels, large and medium-sized tourist facilities. If these projects are implemented within the framework of national projects, the national tourism development company will be responsible for their selection and development. For the rest of the projects, this role should be carried out by regional akimats with the appropriate methodological support of the authorized body on tourism.

The fourth group - SME projects on the development of arrivals and domestic tourism and individual tourism products. These projects are a special priority in the concept. Within each cluster and national project, a list of cubes for the creation of such projects will be presented, as well as methodological assistance will be provided for any reasonable initiatives by small and medium-sized businesses.

The national tourism development company will be responsible for the development of SMEs under national projects, and the appropriate regional tourism departments under the regional akimats, taking into account the proposals developed in the framework of regional plans.

In order to ensure the development of all regions, it is necessary to create a tourist map for the cluster development of tourism of the Republic of Kazakhstan, which includes the main tourist

resources, national tourist clusters, infrastructure development plans.[13].

Shymbulak mountain

There are many objects of penance (religious) tourism in the territory of the republic. They include the holy city of Turkestan in the Turkic world, Khoja Ahmet Iasawi mausoleum, Abab-Arab mosque, Gauhar-ana cemetery, Ali-Khoja grave, etc. belongs to. People come to these holy places to pray to God. In addition, the Company a. near (Otyrar district) Arystan bab mausoleum, Ibrahim-ata grave, Karashash mother mausoleum, Ismail-ata mausoleum is located in Turaba district. In Zhambyl region - mausoleum of Aisha Bibi and Karakhan mausoleum, in Kyzylorda region - Artyk, Aitman mausoleums, near Lake Balkash - Tektau ata, Auez baksy, etc. there are holy places. The signs of respect for the heroes and commanders of the Kazakh people's struggle for freedom were displayed in memorials and monuments. These include the monuments of Rayymbek and Karasai batyr (Almaty region), Otegen batyr in Kordai (Zhambyl region), Eset batyr in Aktobe, Agyntai and Karasai monuments in North Kazakhstan, Astana Monuments of Karakerey Kabanbai, etc. belongs to. The plain of Ordabasy and Anyrakay estuary, the place where the three hundred heads meet in Ulytau, the mausoleums of Joshi and Alasha Khan as historical places, the independence monument in Almaty, the three dance monuments in Astana are included in the category of sacred places. Among the valuable cultural monuments of Kazakh history: Kozy Korpesh - Bayan Sulu, Enlik-Kebek mausoleums, Sh. Ualikhanov, K. Munaytpasuly memorials, Sultan Beybarys, Kurmangazy and D. Nurpeyisova, Abai, Abylaikhan, Aliya and Manshuk, A. Imanov, I. Zhansugirov, S. Seifullin, M. Auezov, etc. There are many memorials.

Several tourist bases are located in the most beautiful places of the republic. They include the "Shymbulak" ski base in Ile Alatau, "Bayanaul" on the shores of Lake Zhasybai in Pavlodar region, "Karkaraly" mountain forest in Karaganda region, "Cape Altai" near the Buktyrma dam in East Kazakhstan region, "Ural" near Zhaiyk river in Ural city, forest in Kostanay region. "Ontustyk" in the Badam plain of the South Kazakhstan region, "Zolotoy bor" in the Kokshetau mountain region. There are enough zoological and botanical reserves of well-known tourist importance in Kazakhstan. They include Almaty nature reserve (complex), Ile delta (zoological), Tarbagatai (zoological), Zhaltyrkol (zoological), Ulytau (zoological), Betpakdala (zoological), Karakiya-Karakol (zoological), Zerendy (zoological) nature reserves, Sharyn canyon (landscape) - paleontological) and "Foreign grove" on the Sharyn river (botanical), Kumys kylkandy forest (botanical), Zhamanshik mountain (geomorphological), Aigaikum, Anshikum (geomorphological), Walnut grove (botanical), Burkurtau hill and Tuma springs (hydrological), etc. [1].

3. Present and future of tourism of the Republic of Kazakhstan

3.1 Tourist clusters

In the era of high international competition, tourism demand is undergoing rapid changes. In this regard, in order to create a more effective system of tourist "experience" for domestic and foreign visitors, it is necessary to develop new principles and approaches to the formation and promotion of the tourist product of the Republic of Kazakhstan by all tourist enterprises. Despite the uniqueness and quality of the tourist product, the lack of highly developed infrastructure (transport infrastructure, telecommunications, communication channels, household services, etc.) reduces the level of satisfaction with travel, as a result of which the number of tourist arrivals decreases and the level of competitiveness of the territory in the domestic and world tourism markets. It should be taken into account that it leads to a decrease.

In this regard, it is necessary to develop new ways of organizing tourism at different territorial levels (country, region, district, city). One such method is the cluster approach. Currently, the task

of forming clusters in order to increase the competitiveness of the relevant administrative-territorial structure for domestic tourism is becoming more urgent. A tourist cluster is a concentration of interconnected enterprises and organizations engaged in the creation, production, promotion and sale of tourist products, as well as activities related to the tourism industry and recreational services, within a limited area.

The purpose of creating a tourist cluster is to increase the competitiveness of the territory in the tourist market due to the synergistic effect, including: increasing the efficiency of the enterprises and organizations included in the cluster; stimulating innovation and developing new tourist destinations. The creation of a tourist cluster actually determines the status of the territory and affects the formation of a positive image of the region, which generally creates highly integrated tourist offers and competitive tourist products. Kazakhstan has the possibility to create five tourism clusters: Astana, Almaty, East Kazakhstan, South Kazakhstan and West Kazakhstan.

Astana cluster is a cluster that includes Astana city, Akmola region, southwestern part of North Kazakhstan region, western part of Pavlodar region and northeastern part of Karaganda region. The city of Astana will be the center of the cluster, where the following main tourist attractions are located:

Korgalzhyn State Nature Reserve, part of the territory of North Kazakhstan steppes and lakes called Saryarka, protected by UNESCO); "Burabay" MUTP; "Kokshetau" MUTP; "Buiratau" MUTP; Karaganda city; Karkarali MUTP; Bayanaul MUTP. In the future, the cluster may be supplemented with new places of tourist interest included in the preliminary list of UNESCO: burials of the Begazy-Dandibai culture belonging to the megalithic era, with new places of tourist interest, such as the bright stone mound of the Tasmola culture, as well as objects included in the "Silk Road" serial transnational nomination (Bozok town). It will be the center of nomadic culture and steppe diversity with the suburbs of Astana and the resort region of Burabay. The main tourism products developed in this cluster are: MICE-tourism, cultural tourism, tours, holidays in mountains and lakes, short-term holidays. Almaty cluster is a cluster that includes Almaty city and part of Almaty region. The city of Almaty will be the center of the cluster and the following main tourist attractions have been identified: Tamgaly archaeological landscape with petroglyphs (UNESCO site). "Altynemel" MTP included in the preliminary list of UNESCO. Sharyn gorge. Kapshagai reservoir. Ski areas near Almaty with Ile-Alatau MTP included in the preliminary list of UNESCO. "New Ile" tourist center. In the future, the cluster will include other parts of Almaty region, as well as new places of tourist interest included in the preliminary list of UNESCO - Lake Balkash, Zhetysu Alatau mountain ranges with Eshkiolmes petroglyphs, Issykkol mounds and objects included in the serial transnational nomination "Silk Road" (Talgat town, it may suggest new places, such as Boraldayi sak mounds). Almaty will be the center of international ski tourism and business tourism and is characterized as a cluster of "Entertainment in the city and in the mountains". The main tourism products offered by this cluster are MICE-tourism, cultural tourism and tours, holidays in mountains and lakes and short-term holidays. The East Kazakhstan cluster includes the northern and eastern parts of the East Kazakhstan region. The city of Ust-Kamenogorsk will be the center of the cluster, where 6 important tourist attractions have been identified: "Buktarma" water reservoir; Irtys River - Lake Zaisan; Katonkaragay MTP; Lake Markakol and Kalzyl gorge; Ridder - Anatau and Ivanov mountains; Semey city. In the future, this cluster may expand to include the rest of East Kazakhstan, including Alakol State Nature Reserve, Berel State Historical and Cultural Reserve.

East Kazakhstan cluster will be described as a "wonderful world of nature" and will be a center for the development of ecological tourism.

The main tourism products developed in this cluster include active and interesting adventure tourism, recreation in mountains and lakes. South Kazakhstan is a cluster that includes the central and eastern parts of Kyzylorda region, the southern part of South Kazakhstan region, and the southwestern part of Zhambyl region. The city of Shymkent will be the center of the cluster, the following places of tourist interest are proposed: the city of Turkestan with the mausoleum of Khoja Ahmet Yassau (UNESCO object); archaeological objects of the medieval town of Otyrar and the settlement valley included in the preliminary list of UNESCO; Sauran archaeological complex; Karatau State Nature Reserve with Paleolithic parts and geomorphology and Arpaozen petroglyphs included in the preliminary list of UNESCO; Aksu-Zhabagily State Nature Reserve included in the preliminary list of UNESCO; Sayram-Ogem State National Park; Baikonur spaceport; Kyzylorda city; Saryagash city; Taraz city. In the future, the cluster will include the remaining parts of the three regions, as well as new tourist attractions such as Merke, a sacred place for Turks included in the UNESCO list, Barsakelmes State Nature Reserve, as well as objects included in the "Silk Road" serial transnational nomination (Zhety Asar Valley, Syganak Town). may offer places. The South Kazakhstan cluster will be described as the "heart of the Great Silk Road". Cultural tourism and tours are the main tourism products developed in this cluster. West Kazakhstan is a cluster that includes the entire Mangistau region and a part of the West Kazakhstan region. The city of Aktau is the center of the mentioned cluster, where the following places of tourist interest are located: Beket ata, Shopan ata and Karaman-Ata underground mosques and Omar and Tur mausoleums; Cemeteries on the Mangistau Peninsula. Sherkala mountain. Karakiya-Karakol nature protection zone. Plateau State Nature Reserve. "Bokei Ordasy" monument complex. "Kendirli" resort. The West Kazakhstan cluster will be described as "Caspian Riviera". The main tourism products developed in this cluster include beach tourism, cultural tourism and tours. Within the framework of the implementation of the "Western Europe - Western China" international transport corridor, it is planned to create a modern tourist infrastructure for the accommodation, recreation and necessary services of tourists with the unique facilities of the regions and appropriate conditions at the western and eastern "border gates" of the republic. Other parts of Kazakhstan. For the regions that are not part of the cluster, as well as at the district level, it is necessary to identify promising tourist products for the development of domestic tourism. In this case, it is appropriate to develop and implement small projects for the development of relevant infrastructure. One of the most attractive tourism products for all regions of Kazakhstan is ecological tourism, which is one of the main types of tourism. Taking into account the established direction of the country's transition to the principles of "green" economy, it is worth showing agritourism not only as an incentive for alternative employment of the rural population, but also as an example in providing financial support to the economy of regions and in the development of ecologically "clean" agricultural production. Agrotourism is a powerful tool to help attract local people to the process of environmental protection, where careful consideration of nature is economically viable. The creation of hotel chains contributes to the preservation of culture, including the development of handicrafts in rural areas, the organization of folklore holidays and festivals. Since there are great prospects for the development of rural tourism in all regions of Kazakhstan, local executive bodies for tourism should modernize the existing ones, and if necessary, create new transport infrastructure, define state support mechanisms for the formation and development of SMEs engaged in tourism in the region. It is necessary to ensure the development of methodological tools, advisory assistance to

entrepreneurs opening hotels, informational support at local and regional levels, and definition of effective tools for hotel promotion. In order to guarantee the high quality of the offered services, it is necessary to solve the problem of developing a unified classification of rural holiday homes, to define the dimensions of this classification and to allocate unified standards for rural hotels. [14].

There is a great future for the development of tourism in the border regions of Kazakhstan. It is appropriate to deepen international cooperation, create and develop joint tourist destinations, including one-two-day excursions for citizens of neighboring states, and hold cultural festivals. In general, local executive bodies should strengthen interaction with the central authorized bodies in the field of tourism, revise and develop regional master plans for tourism development for the short-term and long-term perspective, working tourist organizations, infrastructure objects with locations by type, entertainment and it is necessary to regularly update the database containing the list of other objects. It is necessary to strengthen the work with entrepreneurs in the field of tourism, as well as in the field of related activities, to define the mechanisms that promote the efficient operation of state support tools in the local area. Identifying the training of tourism personnel as one of the priorities in the region, making close contact with educational institutions that train tourism personnel. Also, one of the priority areas of activity for all regions is the development of social tourism, which provides opportunities to meet the needs of a certain category of the population, including elderly citizens and people with disabilities, for tourist services within the country. In partnership with the private sector and industry associations, it is necessary to introduce mechanisms for promoting intensive tourism and encouraging employees with vouchers for domestic vacations. Measures for the development of social tourism include providing and receiving economic incentives and tourist attractions for social tourism organizers, creating, renovating and using social tourism facilities. his cat

3.2. Measures for further development of the tourism industry

In the field of specially protected natural areas and forestry, a) priority tourism projects for long-term use in the areas of the National Forest Reserve and state forest reserve, taking into account the maximum preservation of the natural reserve of the republic, the protection of natural resources and genetic resources in cooperation with the local population (hereinafter - priority tourism projects) to develop tourist attractiveness criteria (hereinafter - criteria); b) planning tourism development in the plots of the state forest fund with tourism potential by developing a master plan for the development of the infrastructure of such areas (hereinafter referred to as the master plan) based on the afforestation project in accordance with the standards; c) planning the development of tourism in the EKT areas in the EKT infrastructure development master plan (hereinafter - the master plan); d) coordinate master plans with the authorized body on tourism, which can make recommendations on the amendment of the master plan related to tourism development, at the same time, design balneological projects for the health of the population and objects for the implementation of ecological tourism for implementation on the plots of the State Forest Reserve and the State Forest Fund; e) Management of the development of tourism projects in the areas of the National Park and State Forest Fund can be carried out by establishing and/or creating a specialized organization, which ensures the following functions: to ensure investment flows from the public and private sectors for the development of certain land plots for tourism purposes at various levels search and attraction of investors; selection of priority tourism projects in accordance with the criteria and master plans, as well as implementation of accompanying permit and consent procedures; in the case of a positive environmental assessment of the proposed project, to make proposals for the allocation and transfer of land plots to investors to the Directorate of

EKTA and local executive bodies for the implementation of priority tourism projects; monitoring of investors' implementation of projects in accordance with infrastructure master plans and environmental requirements; development of other alternative mechanisms of management of tourism projects and interaction of the state and private investors in the development and management of tourism infrastructure. e) for the implementation of tourism projects, in the case of sustainable use and management of the plots of the State Forest Reserve and the State Forest Fund, it is necessary to ensure the following measures: for damage to the natural environment by the users of the State Forest Reserve and the State Forest Fund (illegal logging, pollution of water bodies, damage to the natural layer of the earth, etc.) .b.) increasing responsibility; to increase the territory of forest areas, to consider the mechanisms of encouraging nature users during the restoration of the objects of the nature reserve fund. In the field of land relations, for the maximum use of land potential by investors, the allocation of land plots for the construction of hotels and other tourist infrastructure in the EKTA, wetlands, state forest fund public lands, guaranteeing the security of investments by the state, and ensuring investors' access to financial resources for appropriate investments are as follows can be provided with alternative mechanisms: a) creation of legal means for investors to purchase plots of land for private ownership for the purpose of development of tourism projects, with the exception of EKTA and forest reserve land; b) improvement of the existing institution of long-term use of EKTA sites and forest resources for the purpose of development of tourism projects through the following possible measures, including improvement of the requirements of the contract for long-term paid use of land/forest use for the implementation of tourist and recreational activities (hereinafter - the contract): increase the longest period of long-term paid land use/forest use; to seek extension for the period automatically specified in the contract; to limit the right of the authorized body to unilaterally terminate the contract, and at the same time to make compensation payments in the amount that logically justifies the investor's contributions in the event that there are no violations on the part of the investor and the contract is violated at the initiative of the state; In the absence of specific violations of the terms of the contract by the investor, the extension of the notice period (on the refusal to extend the contract) for a longer period (from 5 to 10 years), this notice should include the justification for the refusal and be agreed with the relevant government bodies, including those who initially participated in the permission to use the land plot. must; in case of continuing the implementation of the project, consider the possibility of transferring the rights and obligations of forest use for the purposes of the tourist project to third parties; c) in addition, it is recommended to give investors an option to use/purchase a land plot as an alternative measure during the transfer of land plots for use or ownership. d) to allow the construction of seasonal buildings and light architectural objects (cafeterias on the coast) on land plots with water lanes without using heavy construction materials [15].

It is recommended to implement the following measures related to ATA in the field of Special Tourist Zones (STOs): a) Creation of certain special zones under a special legal regime, which are used for the implementation of tourism projects in EKTA, forest reserves and other territories, can be ensured by the following measures: or defining it as a type of special economic zone with its own concept; implementation of tourism projects, including obtaining permission to attract foreign labor, allotment of land for construction of tourist infrastructure, etc. determination of the special regime of ATA in cases involving a simplified preferential procedure; land development, construction, etc. to simplify and speed up the process of passing through permit procedures and obtaining relevant permits from state bodies; Effective management of ATA and provision of a service mechanism for investors on the basis of the "single window" principle. In the field of social

tourism, by involving the State, employers and employees in the mechanism of partial subsidies, the introduction of tourist certificates as documents that encourage social tourism can be ensured by the following measures: , forecasting and planning of tourism in the destination) to optimize the regulation of its legal status as a strict reporting document; b) determining the requirements for the appropriate form and type of tourist certificate and the principles of its use. In the field of taxation, consider the possibility of applying additional measures of tax promotion in the field of tourism, including in the field of social tourism. In the field of migration control and simplification of visa procedures, it is recommended to implement the following measures: a) to remove or continue to simplify the visa procedure for citizens of economically stable countries that provide a flow of tourists to the country; b) simplification of the process of registration and registration of foreign citizens, including creation of a list of countries for the simplified procedure of registration and registration of foreign citizens, submission of an application for online registration and implementation of electronic registration; c) to extend the period of compulsory registration of foreign citizens up to one month, to remove their mandatory re-registration when the place of registration changes. In the field of border control, a) development of the "Border control" state service standard and its approval by the Government of the Republic of Kazakhstan; b) to study the issue of regularizing the passage of tourists on international routes through the State border crossing points, which are opened according to the established order for the purpose of developing ecological tourism in the territories along the border, as well as through the territory of neighboring states. In the field of aviation space, consider the possibility of implementing measures aimed at creating competitive conditions for the development of the domestic air transportation market, including the further development of subsidy programs for domestic flights, in the Civil Aviation Development Strategy. In the field of tourist services, ensuring the quality control of the provision of tourist services, including hotel services, by the authorized body in the field of tourism by carrying out the following possible measures: a) to employees of the tourism industry providing direct tourist services in the field of inbound and domestic tourism (guides, employees of travel agencies, translators in the tourism industry) development of mandatory qualification requirements/standards; b) development of a control and monitoring mechanism for the proper provision of tourist services in the field of inbound and domestic tourism; In the field of real estate law, the introduction of a procedure for regulating the holiday club system, which allows ownership or long-term paid use of a share in tourist real estate with the possibility of subsequent rental, which is understandable for investors, can be ensured by the following measures: a) ensuring the financial availability of accommodation in tourist facilities for vacationers and creation of a "time-share" institution as a limited type of general share ownership, which gives the right to long-term or lifetime use of a share of tourist real estate for the purpose of a limited share ownership or long-term lease of a share of tourist objects; b) determining the organizational and legal structure and system of management of holiday clubs, taking into account the peculiarities and differences of "time-share", participation in this gives the right to long-term and lifetime use and ownership of a share of a tourist real estate object; c) within the framework of "time-share", the scope of rights and restrictions of participants, the conditions of model contracts (determining the terms of purchase and subsequent rental of one's own share), as well as from third-party claims for the share of the tourist real estate object on unfulfilled obligations by the management structures of the relevant holiday clubs determination of rights protection guarantees; d) defining the concepts of "tourist object", "tourist real estate", "tourist equipment" and other related concepts.

Conclusion

This study aims to determine the current state of development of tourism in Kazakhstan and its socio-economic importance. As a result of the conducted analysis, it was proved that the tourism industry plays an important role in improving the economy of the country and the well-being of the people. The contribution of tourism in strengthening interregional relations, preservation and development of cultural heritage has also been shown to be very important.

The results of the research identify the main factors for the development of the tourism industry in Kazakhstan and show the shortcomings and opportunities in the field. This study aims to increase the contribution of tourism to socio-economic development by offering specific recommendations for improving the country's tourism industry from a practical point of view. In this regard, it was determined that measures aimed at effective use of tourism potential of Kazakhstan and improvement of tourism infrastructure are needed.

In conclusion, it was found that the development of the tourism industry not only has a positive effect on the economy of Kazakhstan, but also improves the well-being of the people and contributes to the preservation and development of cultural and historical heritage. Based on the obtained results, it is expected that the proposed practical measures will contribute to the future development of the tourism industry and increase its contribution to the sustainable development of the country.

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ҚАЗАҚСТАНДАҒЫ ТУРИЗМ ИНДУСТРИЯСЫНЫҢ ӘЛЕУМЕТТІК-ЭКОНОМИКАЛЫҚ МАҢЫЗДЫЛЫҒЫ ЖӘНЕ ОНЫ ДАМУ ТУРАЛЫҚ СТРАТЕГИЯЛАРЫ

Аңдатпа. Бұл мақалада Қазақстандағы туризмнің дамуы мен оның әлеуметтік-экономикалық маңыздылығы қарастырылады. Мақсаты – туризм индустриясының Қазақстан экономикасына тигізетін әсерін, дамуының тарихи кезеңдерін және қазіргі жағдайын талдау. Зерттеуде туризмнің халыққа және ұлттық экономикаға әкелетін пайдасы анықталып, оның әлеуметтік және мәдениетаралық байланыстарды дамытудағы рөлі қарастырылады. Мақалада қолданылған әдіснамалық тәсілдерге деректерді жинау, салыстыру және талдау жатады. Нәтижесінде, Қазақстанның туризм саласын дамытуға қажетті факторлар мен оның болашағы туралы ұсыныстар берілген. Бұл зерттеу туризм саласын жақсарту бойынша нақты ұсыныстар жасау арқылы Қазақстанның туризм индустриясының дамуына ықпал етуге арналған.

Кілт сөздер: Қазақ тілінде: Туризм индустриясы,. Әлеуметтік-экономикалық даму, Мәдени мұра,. Қонақжайлылық саласы,. Тарихи туризм

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СОЦИАЛЬНО-ЭКОНОМИЧЕСКОЕ ЗНАЧЕНИЕ ТУРИСТИЧЕСКОЙ ОТРАСЛИ В КАЗАХСТАНЕ И СТРАТЕГИИ ЕЕ РАЗВИТИЯ

Аннотация. В статье рассматривается развитие туризма в Казахстане и его социально-экономическое значение. Цель исследования – проанализировать влияние туристической индустрии на экономику Казахстана, исторические этапы развития туризма и современное состояние. В работе определены преимущества туризма для населения и национальной экономики, а также его роль в развитии социальных и межкультурных связей. Применены методы сбора данных, сравнительного анализа и интерпретации. В результате исследования предложены рекомендации по улучшению туристической отрасли в Казахстане и рассмотрены перспективы её дальнейшего развития. Исследование вносит вклад в понимание ключевых факторов, необходимых для развития туризма в стране.

Ключевые слова: Индустрия туризма,. Социально-экономическое развитие,. Культурное наследие, Гостиничный бизнес,. Исторический туризм