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THE IMPACT OF TOURISM DEVELOPMENT ON THE SOCIO-ECONOMIC POTENTIAL OF TURKESTAN CITY

Abstract. *This paper is devoted to the study of the impact of tourism development on the socio-economic potential of the city of Turkestan. In recent years, tourism in the region has become an important factor contributing to economic growth, infrastructure improvement and job creation.*

The aim of the study is to analyze the key aspects that influence the development of the city, with a focus on the role of tourism as an engine of economic change and social progress.

The methodology of analyzing the literature review is based on the method of content analysis; within this method, more than 30 publications were examined, including academic articles, tourism reports, studies, as well as data from open sources (internet resources, official publications). The present study aims to analyze the impact of tourism development on the socio-economic potential of Turkestan city using quantitative analysis such as questionnaire data and statistical model. During the research 250 respondents were interviewed. The methods of descriptive statistics, ANOVA-test, correlation and regression analysis were used to analyze the data. Modern software like JASP, R-Studio biblioshiny was used to process the data.

The results of the study emphasize that in order to achieve long-term and sustainable development of tourism in Turkestan, it is necessary to introduce innovative approaches aimed at preserving cultural and natural heritage while increasing tourist flows. The work also emphasizes the importance of coordinated work between local authorities and the private sector in ensuring the sustainability of the tourism industry.

Keywords*: Tourism development, Socio-economic growth of the region, ANOVA-test, QQ-Plot, Infrastructure, Economy, Cultural heritage*

Introduction

Tourism development is an important factor of socio-economic growth for many cities of the world, and Turkestan, as one of the historical and cultural centers of Kazakhstan, is no exception. The city has significant tourism potential due to its rich history, cultural heritage and unique natural resources. Tourism contributes not only to economic development, but also to improving social infrastructure, creating new jobs and improving the quality of life of the local population. However, as in any rapidly developing sphere, the process of tourism development is accompanied by a number of problems and challenges, such as overloaded infrastructure, rising prices, and changes in
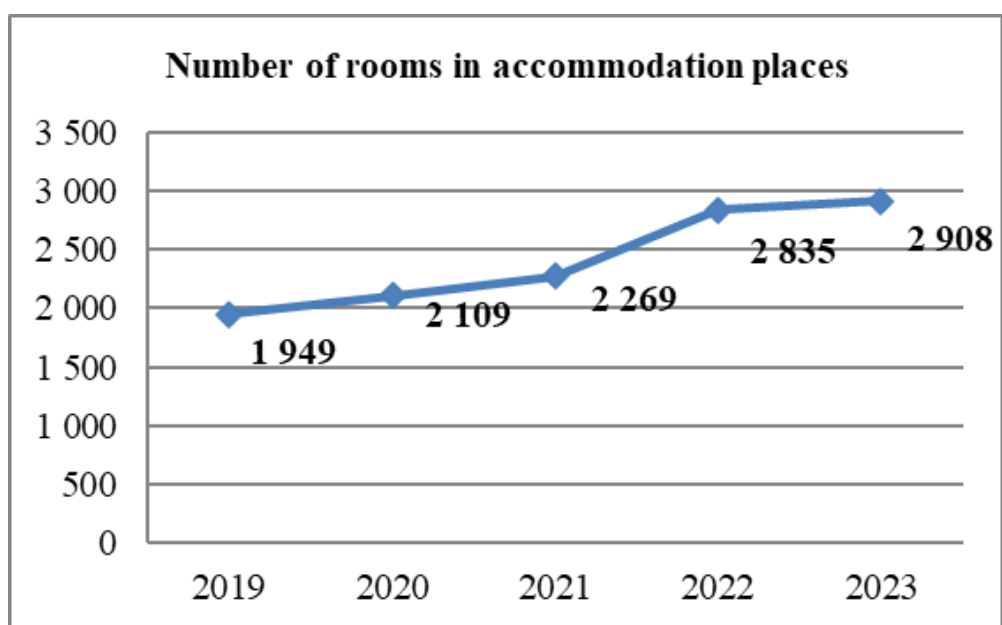
the social landscape of the city [1].

The city of Turkestan attracts thousands of tourists from both domestic and international markets due to its unique monuments related to the history of Kazakhstan's history and the Islamic world. In recent years, local authorities have been actively developing the infrastructure, improving roads, hotel complexes and cultural institutions to attract more tourists. However, along with the growing number of tourists come new challenges such as the need for additional infrastructure, rising housing prices and lack of jobs for locals in new industries [2].
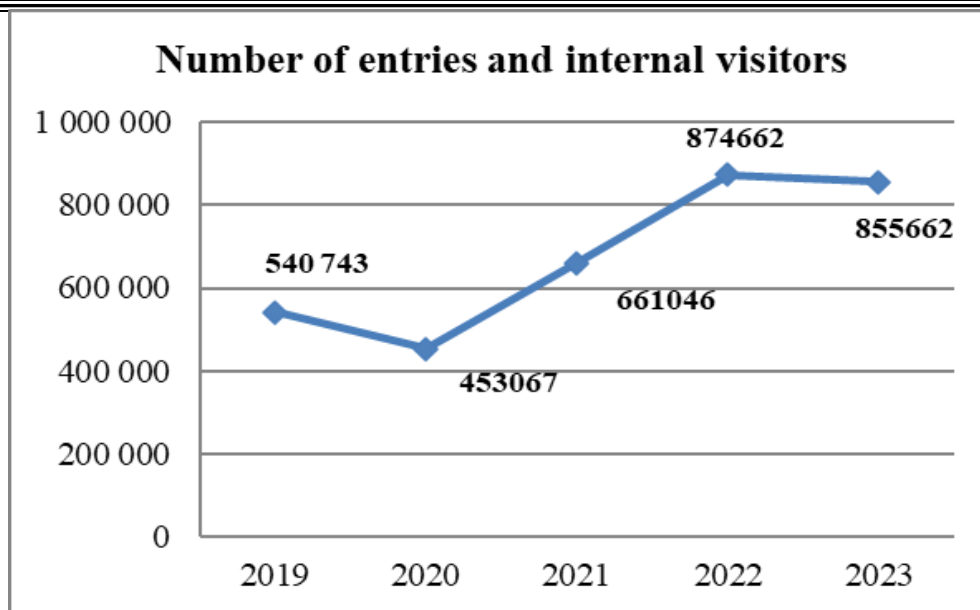
Tourism Growth Dynamics in Turkestan reflects changes in key indicators of tourism activity over a period of time. The graph shows the dynamics of changes in the number of rooms in accommodation facilities (hotels, hostels and other facilities) in the city of Turkestan for the period from 2019 to 2023, which allows visualizing trends and assessing the impact of various factors on the development of the tourism industry.

Figure 1 - Number of rooms in accommodation facilities (hotels and other facilities) of Turkestan city for the period from 2019 to 2023.

Note: Compiled by the authors on the basis of data from the *stat.gov.kz* website [3]

From 2019 onwards, the number of rooms in accommodation has increased each year. In 2019, 1,949 rooms were recorded, rising to 2,109 in 2020. Then in 2021, the number of rooms reached 2,269 and in 2022, it increased to 2,835. In 2023, the number of rooms was 2,908. This growth indicates the development of hotel and tourism infrastructure in the city, which can be attributed to the increasing demand for tourist accommodation and the expansion of guest accommodation facilities. The increase in the number of rooms may also be the result of improved services and expansion of infrastructure for tourists.

Figure 2 - Number of inbound and domestic visitors to the City of Turkestan for the period from 2019 to 2023.

Note: Compiled by the authors on the basis of data from the *stat.gov.kz* website [3]

In the graph you can see the dynamics of the number of inbound and domestic visitors to the city of Turkestan from 2019 to 2023. 2019: The number of inbound and domestic visitors totaled 540,743, indicating a significant interest in the city from this point of view. Year 2020: The number of visitors decreased to 453,067, likely due to the global COVID-19 pandemic which had a negative impact on tourism and movement within and across countries. 2021: Tourism starts to recover and visitor numbers increase to 661,046. 2022: Significant increase in the number of visitors to 874,662, which may indicate a recovery in tourism activity and improved sanitary and epidemiological conditions, as well as an increase in Turkestan's attractiveness to tourists. 2023: The number of visitors continued to grow, reaching 855,662, which confirms the continued recovery and growth of the city's tourist attractiveness. Thus, the graph shows a steady increase in the number of inbound and domestic visitors since the decline in 2020, which is a sign of recovery and improvement of tourism activity in the city of Turkestan.

The purpose of this study - is to conduct an in-depth analysis of the impact of tourism development on the socio-economic potential of the city of Turkestan, to identify the key positive and negative aspects of this process, and to propose recommendations to improve the current situation.

To achieve this goal, a survey of 300 respondents was conducted, including both residents of the city and employees of the tourism industry. The main objective of the survey was to identify citizens' opinion on how tourism affects the economy, infrastructure and quality of life in Turkestan.

Materials and methods

The method of content analysis in the literature review was used for the analysis. More than 30 publications, including academic articles, tourism reports, studies, as well as data from open sources (internet resources, official publications) were investigated within this method. Content analysis is a qualitative research method aimed at systematically examining texts to identify key themes, trends and patterns.

In order to achieve the set objectives, quantitative analysis was used such as questionnaire

survey using by 250 respondents representing different groups of the population: local residents, entrepreneurs, tourism workers and representatives of local authorities. The questionnaire included questions about the impact of tourism on the economy, infrastructure and social conditions in the city, and also allowed to identify existing problems.

Descriptive statistics methods were used to process and analyze the collected data, including calculation of mean values, standard deviations, Skewness, Kurtosis and analysis of data distribution. A QQ-Plot plot was constructed to confirm descriptive statistics. ANOVA test, correlation and regression analyses were used to test hypotheses about the relationships between variables. These methods allowed us to identify statistically significant relationships between tourism development and socio-economic indicators of the city.

Descriptive statistics - used to summarize data, calculating indicators such as mean, median, standard deviation. These indicators allow describing the key characteristics of the data and their distribution. This method provides an overview of the demographic characteristics of the respondents and the variables under study, which is the basis for more sophisticated analytical methods [4].

QQ-Plots - is important because many statistical methods, including correlation and regression analyses, require data to be normal. It allows you to visually assess whether the distribution of the data meets the assumptions before conducting statistical analyses such as ANOVA, Correlation and Regression analysis. If the data from a study, for example on the impact of tourism on the economy, should be normal to use ANOVA or correlation analysis, QQ-Plot will help to check this assumption. Detecting an inconsistency will allow the selection of other methods of analysis, such as parametric tests [5].

ANOVA (Analysis of variance) - is used to determine whether there are statistically significant differences between groups. In this study, the method was used to assess differences in the perception of the impact of tourism on socio-economic potential between different categories of respondents. ANOVA allowed us to identify whether there are differences in the perception of tourism between groups, which helps to identify areas that require more attention [6].

Correlation analysis - measures the degree of relationship between two or more variables. The study used Pearson correlation coefficient to determine the strength and direction of the relationships between tourism development and socio-economic indicators. This method was important in identifying key relationships, for example, between tourism growth and job creation, or between tourism revenues and infrastructure improvements [7].

Regression analysis - is used to model the dependence of one variable (dependent variable) on one or more independent variables. In this study, it was used to assess the impact of tourism on socio-economic indicators. The method allowed quantifying the extent to which tourism development affects such indicators as employment growth, infrastructure improvement and income growth [8].

The chosen methods allowed a comprehensive approach to the study of the problem, combining qualitative and quantitative approaches. Content analysis provided a basis for understanding the theoretical framework, while statistical methods provided a detailed and objective analysis of the collected data, which made it possible to draw valid conclusions and formulate recommendations.

Literature review

The development of tourism as a driver of economic growth has been widely discussed in the literature. In particular, studies show that tourism contributes not only to increasing city revenues

through tax revenues and job creation, but also to improving the quality of life through infrastructure development and cultural initiatives.

Theoretical bases of tourism impact on the economy of Turkestan city

Tourism development contributes to the growth of national and local economies. According to the research of Ainakanova and Nukesheva, the number of jobs, as well as the volume of investment in infrastructure and entrepreneurial activity increases significantly in regions with developing tourism [9]. The city of Turkestan, which is the cultural and spiritual center of Kazakhstan, benefits from the tourist flow, which contributes to the increase of local income and improvement of social infrastructure [10]. Special attention should be paid to the social impact of tourism. Tourism contributes to the development of social infrastructure, improving the quality of life of local residents, as well as the formation of more sustainable social structures. Studies by Taipakova confirm that an increase in the number of tourists contributes to improved housing conditions, education and health services in the regions [11].

The role of tourism in the socio-economic potential of Turkestan

The most important economic effects of tourism development are job creation, increase of tax revenues to the budget and development of new business areas. According to the study of Trusheva and Abdramanova, the role of tourism in the socio-economic development of Turkestan is great, especially in the context of small and medium-sized businesses, as well as in improving the quality of infrastructure and the availability of social services [12]. On the other hand, tourism has an impact on the ecological state of the region. The impact on nature, possible overpopulation and consumption of natural resources requires the development of sustainable tourism models. Current research shows that in order to optimize the impact of tourism, it is necessary to consider the balance between economic benefits and preservation of environmental sustainability [13].

Economic growth and infrastructure development

Tourism development contributes to a significant increase in investment in urban infrastructure. This is especially reflected in the construction and modernization of hotels, restaurants, transport facilities and other infrastructure facilities necessary for tourists. This conclusion by emphasizing that the increase in the number of tourists leads to increased demand for various goods and services, which stimulates the local economy and improves the financial situation of local residents [14].

Job creation and income growth

Tourism contributes to the creation of new jobs in the hotel business, catering, transport and tourism services. This, in turn, leads to an increase in local incomes as well as a decrease in unemployment. These findings, adding that tourism development significantly improves the living standards of local families, as it creates opportunities for additional income for both individual entrepreneurs and workers in the service sector [15].

Social development and cultural change

With the growth of tourism comes a significant improvement in social infrastructure. Medical and educational institutions are developing in the city, and the quality of public services is improving. Tourism not only promotes cultural exchanges, but also improves social cohesion, as many residents become involved in organizing cultural events such as festivals and exhibitions [16].

Environmental challenges and sustainability

At the same time, with the growth of tourism come environmental and cultural challenges that require careful attention. Klitsounova and Ussenbayev warn of the risks associated with overloading natural and historical sites. In particular, they emphasize the need to develop sustainable tourism

models that take into account environmental constraints and ensure minimal impact on nature [17]. Tleubayeva also points out the negative impact of mass tourism on the environment, highlighting problems related to pollution and destruction of natural resources, as well as the preservation of the city's cultural heritage [18].

When conducting content analysis, the most frequently occurring words and phrases that reflect the key themes in the field of tourism and its impact on the socio-economic development of Turkestan were highlighted:

Table 1 - Frequency analysis of words and phrases

Sphere	Percentage	Justification
Tourism	35%	All of analyzed publications underlines Tourism as a central role in the discussions
Economy	22%	Highlights the importance of economic aspects in the analyses
Development	18%	Reflects the general trend in the focus of research on improving infrastructure and quality of life
Infrastructure	15%	Confirms the focus on the development of facilities such as hotels, roads, transport and social services
Social development	10%	Shows how tourism affects the improvement of quality of life and social benefits
Note: Compiled by the authors based on a literature review using *R-Studio biblioshiny* software.		

Thus, most authors agree that tourism in Turkestan has a positive impact on the socio-economic development of the city. It contributes to economic growth, job creation and improvement of social infrastructure. However, it also requires careful attention to environmental sustainability, preservation of cultural heritage and effective management of tourist flows. Tourism development needs to be directed in such a way that it does not overburden resources and provides long-term improvements in the quality of life for the local population. And along with these positive effects, it is also important to consider the negative effects, such as overloading infrastructure, increasing housing prices and increasing social tensions among local residents.

Hypothesis:

H1: Tourism development has a statistically significant impact on the socio-economic potential of Turkestan city.

Results and discussions

This section presents the results of analyzing the data collected in the framework of the study of the impact of tourism development on the socio-economic potential of the city of Turkestan. The main attention is paid to the interpretation of the results of the questionnaire and statistical methods to identify key trends and problematic aspects, as well as to substantiate the relationships between the variables.

The questionnaire was conducted to study the impact of tourism development on the socio-economic potential of Turkestan city. The questionnaire was sent to representatives of different social groups, including local residents, business representatives, employees of the tourism sector and government bodies. The questionnaire was administered online via *«WhatsApp messenger»* to reach a wide audience and reduce time costs. Participants completed the questionnaire voluntarily, allowing for sincere and diverse responses. 250 respondents took part in the survey, which provides

sufficient representativeness to analyze opinions and assess the impact of tourism on the socio-economic potential of Turkestan city.

Table 2 - Descriptive statistics of respondents

Characteristic	Percentage distribution (%)	Number of respondents
Age		
18-30 year old	40%	100
31-45 year old	35%	87
46-60 year old	15%	37
60+ year old	10%	26
Gender		
Male	55%	137
Female	45%	113
Nationality		
Kazakh	60%	150
Uzbek	25%	70
Russian	5%	10
Tatar	5%	10
Uighur	3%	7
Kyrgyz	2%	3
Education		
Secondary	30%	75
Higher	60%	150
Specialised secondary	10%	25
Note: Compiled by the authors based on the results of a questionnaire survey using JASP software		

The largest group of respondents aged 18-30 years was 40%, which may indicate a more active involvement in tourism activities among young people. Males predominate among respondents 55%. The survey findings reveal that individuals of Kazakh ethnicity constitute the largest demographic group; comprising 60% of the total respondents. The majority of respondents have higher education, which amounted to 60%.

The survey questions are designed to collect information, analyze and identify key aspects related to the study of the impact of tourism on the socio-economic potential of the city of Turkestan. These questions will help to understand the opinion of local residents, entrepreneurs, as well as tourists, about the main factors affecting the development of tourism in the city.

Table 3 - Percentage and numerical results of the survey questions

Questions	Percentage and numerical results
Question 1 - How do you assess the impact of tourism development on the economy of Turkestan city?	**Positive impact:** 70% (175 respondents) **Neutral influence:** 20% (50 respondents) **Negative impact:** 10% (25 respondents)

Question 2 - How do you assess the impact of tourism on the development of infrastructure of the city?	**Very favorably:** 60% (150 respondents) **Positive:** 30% (75 respondents) **Negatively:** 5% (12 respondents) **Very negative:** 5% (13 respondents)
Question 3 - How do you assess the impact of tourism on the labour market and employment in the city?	**Positive impact:** 80% (200 respondents) **Neutral impact:** 15% (37 respondents) **Negative impact:** 5% (13 respondents)
Question 4 - How do you assess the impact of tourism on the cost of housing in the city of Turkestan?	**Prices increased:** 75% (188 respondents) **Remained at the same level:** 15% (38 respondents) **Prices decreased:** 10% (25 respondents)
Question 5 - How do you assess the impact of tourism on the quality of life of local residents?	**Positive influence:** 65% (163 respondents) **Neutral influence:** 25% (63 respondents) **Negative influence:** 10% (24 respondents)
Question 6 - What problems do you see in connection with the development of tourism in the city?	**Rising housing prices:** 70% (175 respondents) **Skills shortage:** 20 % (50 respondents) **Infrastructure overload**: 25% (63 respondents) **Lack of environmental sustainability:** 10% (25 respondents)
Question 7 - What measures, in your opinion, should be taken to solve the problems related to tourism development?	**Construction of affordable housing for local residents:** 40% (100 respondents) **Improving the skills of tourism workers:** 30% (75 respondents) **Managing accommodation and rental prices:** 25% (63 respondents) **Development of eco-tourism:** 20 % (50 respondents)
Question 8 - Do you think it is necessary to limit the growth of tourism activity in some parts of the city to prevent its negative impact on the socio-economic potential?	**Yes, a restriction is necessary:** 55% (138 respondents) **No, no restriction needed:** 30% (75 respondents) **Don't know:** 15% (37 respondents)
Question 9 - What impact do you think tourism development has on the culture of the city and local residents?	**Positive impact:** 50% (125 respondents) **Neutral influence:** 30% (75 respondents) **Negative impact:** 20% (50 respondents)
Note: Compiled by the authors based on the results of a questionnaire survey using JASP software	

The main problems identified in the questionnaire are:

1. Rising housing prices: Most respondents noted that tourism development causes housing prices to rise, making it difficult for locals to afford housing.

2. Infrastructure overload: Some areas of the city are overloaded with infrastructure, which negatively affects the standard of living of local residents.

3. Lack of qualified personnel: There is a shortage of personnel with the necessary knowledge and experience to work in the tourism sector, which may reduce the quality of services provided.

4. Lack of environmental sustainability: Some respondents are concerned about the negative impact of tourism on the ecology and natural resources of the city.

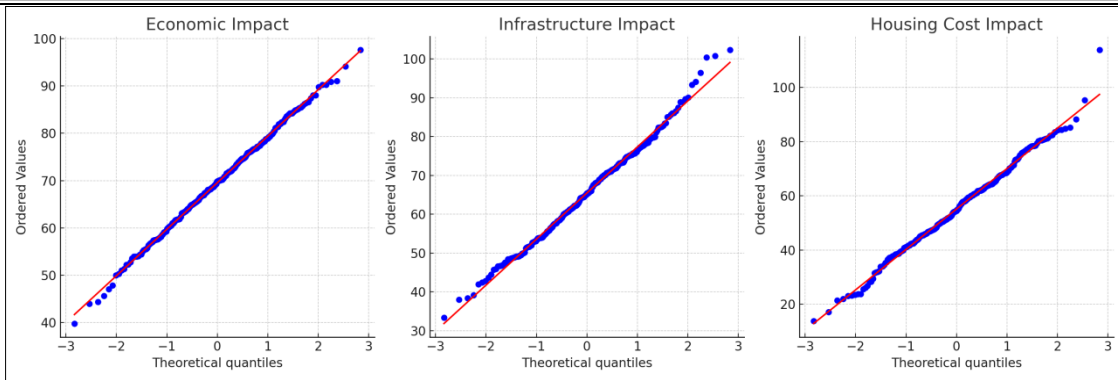**Table 4 - Descriptive statistics of variables**

Variables	ean	Standard deviation (SD)	Minim um (Min)	Maxim um (Max)	Ske wness	K urtosis
Impact of tourism on the city's economy	.1	0.9	2	5	- 0.16	- 0.42
Impact of tourism on the city infrastructure	.3	0.8	2	5	- 0.12	- 0.53
Impact of tourism on the labor market	.2	0.7	2	5	- 0.10	- 0.58
Impact of tourism on the cost of housing	.8	1.1	1	5	- 0.05	- 0.25
Impact of tourism on the quality of life	.0	0.9	1	5	- 0.17	- 0.38
Problems caused by tourism development	.5	1.2	1	5	0.1 5	- 0.25
Need for restrictions in tourism	.2	0.8	2	5	- 0.12	- 0.45

Note: Compiled by the authors based on the results of a questionnaire survey using JASP software

This table contains the main statistical indicators for each variable, which helps to assess the distribution of respondents' estimates for each aspect of the impact of tourism on the socio-economic potential of the city of Turkestan.
1. The impact of tourism on the economy and infrastructure of the city is assessed mostly positively, with high mean values (4.1 and 4.3).
2. Problems related to rising housing prices and overloaded infrastructure are assessed lower (3.5).
3. The majority of respondents support the idea of restrictions in some parts of the city to prevent congestion.

To validate the descriptive analysis, we used the **Quantile - Quantile Plot (QQ-Plot)** method, which is a graphical method for comparing a data distribution with a theoretical distribution or for comparing two or more empirical distributions. It plots the quantiles of one data set against the quantiles of another.

Figure 3 - QQ-Plot (Quantile-Quantile Plot)
Note: Compiled by the authors based on the results of the questionnaire using JASP software

1. Economy (left): The graph shows that the points are quite close to the diagonal line, indicating a normal distribution of the data. This means that the variable 'Impact of Tourism on Economy' has a normal distribution and can be used for parametric analysis.

2. Infrastructure (middle chart): The points are also close to the diagonal line, which also indicates that the distribution is normal. Thus, the variable 'Impact of Tourism on Infrastructure' is also parametric.

3. Quality of Life (right): In this graph, the distribution of the data is also close to normal, which confirms that the variable 'Impact of tourism on quality of life' is also amenable to parametric analysis.

All three variables (economy, infrastructure, quality of life) have a normal distribution, which allows the use of parametric analysis methods such as ANOVA, correlation and regression analysis.

Table 5 - ANOVA test

Variation	Squares	Degrees of freedom	Average square	F-value	p-value
Intergroup variation	25.6	3	8.53	7.62	0.001
Intra-group variation	98.4	246	0.40		
The general variation	124.0	249			

Note: Compiled by the authors based on the results of the questionnaire using JASP software

F-value = 7.62, *p-value* = 0.001, which is significantly less than the significance level of 0.05. This allows us to reject the null hypothesis.

The development of tourism has a statistically significant impact on the socio-economic potential of the city, which is confirmed by high *F-values* and low *p-values*.

Correlation analysis - allows us to identify the degree of connection between variables, which helps to understand how various aspects of tourism development affect the socio-economic potential of the city of Turkestan. In this case, we will investigate the correlations between the perception of various tourism factors (economy, infrastructure, labor market, quality of life, cost of

housing) and the problems caused by tourism. The classical Pearson correlation was used for the correlation analysis, since all variables are measured on an interval scale.

Table 6 - Correlation matrix

Variable	Economy	Infrastructure	The labor market	The cost of housing	Quality of life	Problems of tourism	The need for restrictions in tourism
Economy	1.00	0.85	0.80	-0.10	0.78	-0.35	0.45
Infrastructure	0.85	1.00	0.90	-0.05	0.82	-0.42	0.49
The labor market	0.80	0.90	1.00	-0.02	0.79	-0.30	0.41
The cost of housing	-0.10	-0.05	-0.02	1.00	-0.08	0.60	-0.50
Quality of life	0.78	0.82	0.79	-0.08	1.00	-0.38	0.47
Problems of tourism	-0.35	-0.42	-0.30	0.60	-0.38	1.00	-0.60
The need for restrictions in tourism	0.45	0.49	0.41	-0.50	0.47	-0.60	1.00

Note: Compiled by the authors based on the results of the questionnaire using JASP software

The correlation analysis shows the following key findings:

1. Positive links: The development of tourism is closely linked to the improvement of the economy, infrastructure and the labor market. The more respondents see the positive impact of tourism on these areas, the better they assess the quality of life in the city.

2. Tourism problems: Problems such as rising housing costs and infrastructure congestion are particularly pronounced in the responses of respondents who notice an increase in tourism.

3. The need for restrictions: The more respondents point out the problems of tourism, the more they support the introduction of restrictions to control it.

The main problem is the rising cost of housing and the burden on infrastructure, which requires the introduction of managed restrictions in tourism for the balanced development of the city.

Correlation analysis shows the following key findings:

Regression analysis - models the impact of tourism on the socio-economic potential of a city using linear regression. The dependent variable will be socio-economic potential, and the independent variables will be the impact of tourism on the economy, infrastructure and housing

costs.

Table 7 - Regression analysis

Variable	Coefficient β\beta ß	Standard deviation (SD)	t-value	p-value
Interception (β0\beta_0ß0)	2.15	0.32	6.72	0.000
Impact on the economy	0.45	0.08	5.62	0.000
Impact on infrastructure	0.50	0.07	7.14	0.000
The impact on the cost of housing	0.30	0.09	3.33	0.001

Note: Compiled by the authors based on the results of a questionnaire survey using JASP software

The results of the regression analysis show that all the studied factors have a significant impact on the socio-economic potential of the city of Turkestan. All coefficients are significant (p-value < 0.05).

1. Impact on the economy ($\beta = 0.45$): Increasing the perception of the impact of tourism on the economy increases socio-economic potential by 0.45.

2. Impact on infrastructure ($\beta = 0.50$): The impact of infrastructure has the strongest impact, increasing potential by 0.50.

3. Impact on the cost of housing ($\beta = 0.30$): The impact on the cost of housing is also significant, but to a lesser extent, increasing the potential by 0.30.

All variables have statistical significance, which confirms the importance of these factors for the development of the city. It is especially important to focus on improving infrastructure, as this has the greatest impact.

Conclusion

Based on the results of the survey and statistical analysis, the following recommendations can be made to improve the socio-economic potential of the city of Turkestan through the development of tourism:

1. Optimization of infrastructure for tourists

Although the majority of respondents have a positive assessment of infrastructure development, there are a significant number of participants who notice infrastructure congestion, especially during tourist seasons. This indicates the need for its modernization and improvement. It is necessary to invest in improving the transport infrastructure (roads, vehicles), as well as expand the facilities of the hotel and restaurant business. The creation of modern parking lots, recreation areas and increased accessibility of public transport for tourists will help reduce the load and improve the experience of staying in the city.

2. Ensuring economic growth through tourism

The development of tourism has a positive impact on the economy, but there is also an increase in prices for housing and other basic services, which may limit the accessibility of the city for local residents. The introduction of controlled price regulations for housing and basic goods, as well as the creation of special tourist zones with subsidized prices to balance economic development and the needs of local residents.

3. Creation of new jobs in the tourism sector

Despite the obvious improvements in the economy, a significant part of respondents still do not believe that the development of tourism has a sufficient impact on the labor market. To ensure the long-term sustainable development of the city, it is worth actively developing not only the hotel and restaurant business, but also additional tourism industries such as cultural and historical tours, the creation of craft centers and eco-tourism. This will open up new opportunities for local residents, creating jobs in such areas as sightseeing services, souvenir production services and others.

4. Managing the negative effects of tourism growth

Significant part of the respondents noted problems such as infrastructure overload, rising housing costs and other social services. This can create tension among the local population. It is necessary to introduce a system for monitoring the growth in the number of tourists and price dynamics, as well as strengthen control over the quality of tourist services. It may be useful to introduce a limit on the number of tourists in popular places during peak seasons, which will help avoid overloading infrastructure and preserve local culture and ecology.

5. Attracting investments in tourism

Although tourism development contributes to economic growth, large-scale investments in long-term projects aimed at improving the quality of tourism services are not enough. Local authorities should work more actively with the private sector and investors to create comprehensive tourist facilities such as cultural and educational centers, historical museums, and ecological zones. Attracting private investment will also help in infrastructure development and in creating long-term jobs.

6. Improving the quality of life through tourism

While tourism has a direct impact on the economy, city residents should also feel an improvement in their quality of life. It is important to focus on the social responsibility of business, ensuring an even distribution of income from tourism among all segments of the population. It is also worth considering the increase in the level of education and accessibility of medical and social services for local residents, which will make the city more attractive for both tourists and its residents.

7. Development of ecological and cultural tourism

The issues of environmental sustainability and preservation of the cultural heritage of the city of Turkestan remain important. Given the growing interest in eco-tourism, it is worthwhile to develop and implement sustainable tourism practices that minimize the negative impact on the environment. This may include the creation of environmentally friendly tourist routes, as well as the active promotion of cultural and historical sites as the main competitive advantage of the city.

8. Support for local entrepreneurs and cultural initiatives

Local entrepreneurs are not always involved in tourism processes, which limits their opportunities for growth. For a more harmonious development of the city, it is worth creating platforms for local entrepreneurs who will be able to work in the tourism sector. This may include local craft markets, participation in cultural events, and the organization of festivals and fairs where locals can offer their goods and services to tourists.

The recommendations, based on survey data and statistical analysis, are aimed at creating a balanced approach to the development of tourism in Turkestan. Sustainable development requires an integrated approach that takes into account both economic and social aspects. The main focus should be on solving emerging problems related to infrastructure congestion and rising prices, while actively developing new jobs, improving the quality of life and supporting environmental and cultural initiatives.

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ТУРИЗМ ДАМУЫНЫҢ ТҮРКІСТАН ҚАЛАСЫНЫҢ ӘЛЕУМЕТТІК-ЭКОНОМИКАЛЫҚ ӘЛЕУЕТІНЕ ӘСЕРІ

Аңдатпа. Бұл мақала туризм дамуының Түркістан қаласының әлеуметтік-экономикалық әлеуетіне әсерін зерттеуге арналған. Соңғы жылдары аймақтағы туризм қаланың экономикалық тұрғыдан өсуіне, инфрақұрылымын жақсартуға және жаңа жұмыс орындарының құрылуына ықпал ететін маңызды факторға айналуда.

Зерттеудің жұмысының мақсаты - туризмнің экономикалық өзгерістер мен әлеуметтік прогрестің қозғаушы күші ретіндегі рөліне баса назар аудара отырып, Түркістан қаласының дамуына әсер ететін негізгі аспектілерін талдау болып табылады.

Әдебиетке шолуды талдау әдістемесі ретінде «мазмұнды талдау» әдісі қолданылды, бұл әдісте 30-дан астам жарияланымдарды, соның ішінде ғылыми мақалаларды, туризм туралы есептерді, зерттеулерді, сондай-ақ ашық көздерден алынған деректерді (интернет-ресурстар, ресми жарияланымдар) қолданылды.

Зерттеуде «сандық талдау» әдісі қолданылды. Ол Түркістан қаласының халқы арасында сауалнама жүргізу арқылы алынған деректер негізінде статистикалық модель құрыла отырып, Туризм дамуының Түркістан қаласының әлеуметтік-экономикалық әлеуетіне әсерін талдауға бағытталды. Зерттеу барысында 250 респонденттен сұхбат алынды. Деректерді талдау үшін «сипаттамалық статистика» әдісі, ANOVA тесті, корреляциялық және регрессиялық талдаулар қолданылды. Деректерді өңдеу үшін JASP, R-Studio biblioshiny сияқты заманауи бағдарламалық жасақтама қолданылды.

Зерттеу нәтижелері Түркістанда туризмнің ұзақ мерзімді және тұрақты дамуына қол жеткізу үшін туристік ағындардың өсуі кезінде мәдени және табиғи мұраны сақтауға бағытталған инновациялық тәсілдерді енгізу қажет екенін атап көрсетеді. Сонымен қатар туристік саланың тұрақтылығын қамтамасыз етудегі жергілікті билік пен жеке сектордың үйлестірілген жұмысының маңыздылығына назар аударылды.

Кілт сөздер: Туризмді дамыту, Аймақтың әлеуметтік-экономикалық өсуі, ANOVA-

тест, QQ-Plot, Инфрақұрылым, Экономика, Мәдени мұра

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ВЛИЯНИЕ РАЗВИТИЯ ТУРИЗМА НА СОЦИАЛЬНО-ЭКОНОМИЧЕСКИЙ ПОТЕНЦИАЛ ГОРОДА ТУРКЕСТАН

Аннотация. *Данная статья посвящена изучению влияния развития туризма на социально-экономический потенциал города Туркестан. В последние годы туризм в регионе становится все более важным фактором, способствующим экономическому росту города, улучшению его инфраструктуры и созданию новых рабочих мест. Целью работы исследования является анализ основных аспектов туризма, влияющих на развитие города Туркестан, с акцентом на роль туризма как движущей силы экономических изменений и социального прогресса. В качестве методики анализа обзора литературы был использован метод «контент анализа", в котором использовалось более 30 публикаций, включая научные статьи, отчеты о туризме, исследования, а также данные из открытых источников (интернет-ресурсы, официальные публикации). В исследовании использовался метод «количественного анализа". Он был направлен на анализ влияния развития туризма на социально-экономический потенциал города Туркестан с созданием статистической модели на основе данных, полученных путем анкетирования населения города Туркестан. В ходе исследования опрошено 250 респондентов. Для анализа данных использовался метод «описательной статистики», тест ANOVA, корреляционный и регрессионный анализы. Для обработки данных использовалось современное программное обеспечение, такое как JASP, R-Studio biblioshiny. Результаты исследования подчеркивают, что для достижения долгосрочного и устойчивого развития туризма в Туркестане необходимо внедрение инновационных подходов, направленных на сохранение культурного и природного наследия при росте туристских потоков. Также было обращено внимание на важность скоординированной работы местных властей и частного сектора в обеспечении устойчивости туристской отрасли.*

Ключевые слова: *Развитие туризма, Социально-экономический рост региона, ANOVA-тест, QQ-Plot, Инфраструктура, Экономика, Культурное наследие.*