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**WAYS OF SUSTAINABLE DEVELOPMENT OF SINGLE-INDUSTRY TOWNS IN
KAZAKHSTAN BASED ON INTERNATIONAL EXPERIENCE**

Abstract. The article examines the role of single-industry towns in the structure of the national economy of Kazakhstan and special difficulties in achieving sustainable development. These cities are heavily dependent on a limited number of industrial enterprises, which threatens their development. The main tasks include monoculturalization of the economy, growing socio-economic difficulties, environmental problems and demographic changes. To address these issues, this study focuses on the best international practices.

In this study, in order to obtain a comprehensive understanding of the problems and possible solutions for single-industry towns in Kazakhstan, a comparative analysis is carried out and the collected data is analyzed with international examples to identify applicable strategies that can be adapted to the Kazakh context.

Economic diversification is important to reduce dependence on one branch of industry. For example, Japan and Germany have been successful in diversifying their economies using new technologies and innovative methods. Despite the fact that Kazakhstan is mainly a metallurgical Center, cities such as Temirtau are exploring opportunities for the development of Tourism and small and medium-sized businesses.

Infrastructure modernization is also an important factor, as outdated infrastructure hinders economic and social development. The experience of the Chinese city of Shenzhen shows that it is possible to invest in modern infrastructure and change the economic climate.

Keywords: Sustainable Development, single-industry town, globalization, tourism, economic diversification

Introduction

Adaptation of single-industry towns in Kazakhstan to sustainable development is one of the most pressing problems of our time. To ensure sustainable development of these cities based on world experience, it is necessary to diversify the economy, develop small and medium-sized

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businesses, introduce coastal technologies and improve the tourism and service sectors. Improving single-industry towns and increasing their socio-economic risks. It highlights the need for economic diversification, community engagement and integration of sustainable practices. By analyzing international case studies and collecting local data, the study provides recommendations to politicians and stakeholders in Kazakhstan.

Single-industry towns play a special role in the economic structure of Kazakhstan. Single-industry towns are heavily dependent on one or more large companies. This economic imbalance hinders the development of single-industry towns and threatens their stability. The main problems of single-industry towns are economic dependence, the growth of social problems, environmental problems and demographic changes. Ensuring the sustainable development of such cities is an important task that contributes to the long-term economic growth of the country.

The purpose of this study is to identify factors contributing to the sustainable development of single – industry towns in Kazakhstan and propose effective methods for their application based on international experience. To achieve this goal, the following tasks were set: diversification of the economy, modernization of infrastructure and solving socio-environmental problems.

Comparative analysis, statistical data processing and factor analysis methods were used as research methods. In the course of the study, world experience was studied and best practices for the development of single-industry towns in countries such as Japan, Germany, China, Norway and Finland were considered. The examples of these countries are relevant for Kazakhstan, and by adapting their experience, it is possible to achieve sustainable development of single-industry towns. Diversification of the economy, improvement of infrastructure, reduction of environmental risks and development of small and medium-sized businesses in single-industry towns guarantee long-term economic stability.

Literature review

The issue of sustainable development of single-industry towns in Kazakhstan is becoming relevant. A differential system of support for single-industry towns is being considered by the state and methods of financial support are being proposed [1]. On the example of the Karaganda region, the mechanisms for managing the innovative development of single-industry towns are studied and the system of interaction of subjects is structured [2]. The importance of spiritual values for the sustainable development of society is emphasized and the need to study the cultural and value paradigm of Kazakhstan is highlighted [3]. In addition, the history of the formation and prospects for the development of the tourism industry, which plays an important role in the economic development of the country, is analyzed [4].

The main part. One of the most important issues today is the adaptation of single-industry towns in Kazakhstan to sustainable development. Single-industry towns are small cities whose economic and social status directly depends on a particular large enterprise or industry. As a rule, the standard of living of such cities will directly depend on the work of the same enterprises. Single-industry towns are developed in connection with the extraction of minerals and heavy industry, energy or agriculture. Therefore, such cities have a number of social and economic, environmental challenges. Based on the conclusions of world experience, strategic planning is necessary for the development of cities and their adaptation to the future.

Most single-industry towns in Kazakhstan developed during the Soviet era due to certain industrial industries. Such cities faced difficulties in modern economic conditions, because many enterprises were privatized. In addition, new technologies and global market trends have influenced changes in the economic system. In such conditions, decisions and reforms were needed for the

development and stability of single-industry towns.

The problem of single-industry towns arose at the end of the 20th century, but serious efforts were made to solve it only in 2008-2009. In those years, regional support and development programs began to be developed and implemented in order to diversify the economy of single-industry towns. Within the framework of regional policy, criteria were formed for classifying a settlement as monoprofilic, counting of such monoprofilic territories was carried out throughout the country, and in most cases a comprehensive investment development plan was developed [5].

Currently, single-industry towns in Kazakhstan strive to achieve economic diversification and long-term stability. To achieve this goal, it is important to study the experience of re-development and sustainable development of single-industry towns in different countries of the world. World experience will help determine the most effective strategies and tools for Kazakhstan, for which it is necessary to take such steps as diversification of the economy, improving the quality of life of the population and improving infrastructure.

Kazakhstan implements various programs aimed at the development of single-industry towns. The most important of them is the state program "development of single-industry towns", which has been implemented since 2012. Within the framework of the program, specific measures are envisaged to diversify the economy of cities and improve the quality of life of residents and modernize the city's infrastructure. However, for the full success of this program, it is necessary to take into account the world experience [6]. Single-industry towns face significant socio-economic difficulties due to their dependence on one primary enterprise or sector [7]. These settlements, which appeared in the 18th century, are often vulnerable to economic crises and require coordinated efforts of enterprises, local governments and the state for Sustainable Development [8]. Although formal measures to support single-industry towns are largely ineffective, residents have developed mass adaptation strategies, including seasonal work, travel, and participation in the informal economy [9]. Sustainable development of single-industry towns requires integrated approaches taking into account socio-economic and environmental factors [10]. Potential solutions include economic diversification, investment support mechanisms and, in some cases, the transition to seasonal work methods [5]. Solving these problems requires a detailed understanding of the unique conditions and potential of each city.

In the study of Maimurynova A. in the formation of the existing socio-economic problems of monocities and promising directions for their further development [2]. The ideas of ordinary people about the problems of their single-industry towns are not always connected with the real situation, and international experience provides state and regional support in restructuring the economy of single-industry towns [11].

Research methods

Single-industry towns play a special role in the economic structure of Kazakhstan. Single-industry towns in the country are largely dependent on one or more large industrial enterprises, which creates restrictions and risks in their development. The difficulty of sustainable development of single - industry towns is one-sided economic dependence, deepening socio-economic problems, the need to transfer to environmental difficulties and demographic changes. To overcome these difficulties, attention was paid to factor analysis aimed at ensuring the sustainable development of single-industry towns in the country through the study of world experience.

Results and discussion

1. Economic diversification. One of the main problems of these single – industry towns is the dependence of the economy on one industry. As the world experience shows, the basis of

sustainable development of single-industry towns is economic diversification. In this direction, it is possible to reduce economic risks by developing the economy of cities in several sectors.

As an example, Japan and Germany are developing economies of new technologies, innovations. Small single-industry towns in Germany diversify their economy through the service sector, tourism innovative technologies. Directions of economic diversification of single-industry towns in Kazakhstan and world experience are presented in Table 1.

Table 1 – Directions of economic diversification of single-industry towns in Kazakhstan and world experience

City name	Main industry	Current areas of diversification	Ideas from world practice
Temirtau	Metallurgy	Tourism, small business	Service sector in Germany
Zhezkazgan	Mining	Agriculture, trade	New technologies in Japan

*Created by the authors based on data [4-11]

By applying this experience to the country, it is possible to reduce the economic dependence of single-industry towns. In some single-industry towns of Kazakhstan, steps are being taken to diversify the economy. For example, while Temirtau is a center of metallurgical production, initiatives aimed at the development of Tourism and small and medium-sized businesses are being implemented. However, it is necessary to continue the work in this direction on a regular basis. Economic diversification, especially through the development of the service sector and the agricultural sector, will give impetus to single-industry towns.

1. Modernization of infrastructure. The development of infrastructure is one of the main factors in the sustainable development of any city. The infrastructure of single-industry towns in Kazakhstan is outdated, and this hinders economic and social development. The quality of energy networks, roads and communication systems is often at a low level, which affects the quality of life of urban residents and opportunities to attract investment. Infrastructure problems of single-industry towns of Kazakhstan are reflected in Table 2.

Table 2 – infrastructure problems of single-industry towns of Kazakhstan

City name	Main infrastructure issues	The need for modernization	World experience
Shakhtinsk	Poor roads, old energy networks	Modernization of roads and energy infrastructure	Shenzhen model in China
Ridder	Degradation of communication systems	Development of modern communication networks	Infrastructure of Finland

* Created by the authors based on data [4-11]

If we pay attention to the world experience, the infrastructure of the Chinese city of Shenzhen has shown the effectiveness of modernization. Initially, this small town based on agriculture was later transformed into a center of production and technology through investment in modern infrastructure. This model of China may be suitable for use in single-industry towns in Kazakhstan. Kazakhstan has state programs to improve and develop infrastructure. However, it is important to carry out these works in a comprehensive manner.

1. Development of small and medium-sized businesses. The development of small and medium-sized businesses (SMEs) is the main tool for ensuring the economic stability of single-

industry towns. An example of this is the German model "central city". Here, each small town or village supported their economy and improved their standard of living through small and medium-sized businesses.

2. It can also contribute to job creation and economic diversification in Kazakhstan. Business initiatives, especially in the field of services, trade and agriculture, are able to open up new opportunities for single-industry towns.

3. social demographic factor - directly contributes to economic stability, the quality of life of the population and the state of the labor market in the city. The socio-demographic situation of single-industry towns is mainly characterized by such problems as population migration, unemployment rate, outflow of young people from the city and aging of the population. The solution of these problems will affect the diversification of the city's economy, the development of infrastructure and sustainable development in general.

According to world experience, small towns in Finland and Sweden can be good examples of how to keep young people in the city and offer them new opportunities. In these countries, through the creation of jobs for young people, the development of educational and vocational training programs, they managed to reduce their outflow from the city. Japan has improved special social programs and health services to address the problems of aging. In Japan, modern medical technologies for the elderly population have been introduced, and their opportunities for participation in the city's economy have been expanded. Therefore, it has a direct impact on the sustainable development of single-industry towns in Kazakhstan. The outflow of young people from the city, the high level of unemployment, has a direct impact on the development of the population. Examples from world experience suggest specific solutions that contribute to the effectiveness of policies in this direction.

4. State support and the role of local government. The sustainable development of single-industry towns largely depends on the effectiveness of state support and local government. In Kazakhstan, in 2012, the program "development of single-industry towns" became the main initiative aimed at solving social and economic problems of single-industry towns. However, based on world experience, the effectiveness of Local Government Activities plays an important role. The city of Detroit in the United States succeeded by strengthening the role of local government during the revival. In Kazakhstan, Increasing the participation of local governments and the active participation of society in solving urban problems will help ensure the sustainable provision of single-industry towns. Table 3 presents state programs for the development of single-industry towns in Kazakhstan and their results.

Table 3 – state programs for the development of single-industry towns of Kazakhstan and their results

Program name	Purpose	Cities covered	Results
Development of single-industry towns (2012)	Improving the socio-economic situation	Temirtau, Ekibastuz	Infrastructure modernization
«Nurly Zhol»	Improving road and transport infrastructure	Zhezkazgan, Temirtau	Modernization of roads

* Created by the authors based on data [4-11]

1. Environmental factor-since the majority of single-industry towns in Kazakhstan are associated with the extraction of minerals or heavy industry, environmental problems hinder their sustainable development. According to world experience, Norway has implemented measures to protect the environment surrounded by oil-producing cities and solved environmental problems through careful use of Natural Resources. The transition to renewable energy sources in single-industry towns in the country, the use of «green» technologies will reduce environmental risks. Environmental problems in single-industry towns of Kazakhstan and world experience in solving them are presented in Table 4.

Table 4 – Environmental problems in single-industry towns of Kazakhstan and world experience in solving them

City name	Main environmental issues	Introduction of green technologies	World experience
Temirtau	Air pollution, waste	Wind energy, solar energy	Norway's environmental solutions
Balkhash	Abundance of industrial waste	Introduction of green technologies	Green energy of Germany

* Created by the authors based on data [4-11]

Conclusion

In conclusion, it should be noted that diversification of the economy, modernization of infrastructure, development of small and medium-sized businesses, improvement of the socio-demographic situation, state support and the solution of environmental problems play an important role in ensuring the sustainable development of single-industry towns in Kazakhstan. According to world experience, Kazakhstan can serve as an example for the development of single-industry towns in countries such as Japan, Germany, China, Finland, Sweden and Norway. Diversification of the economy of single-industry towns can reduce their economic dependence and improve the quality of life by improving infrastructure. The development of small and medium-sized businesses will increase the potential for creating jobs and retaining young people in the city. Ensuring environmental sustainability will reduce barriers to the development of single-industry towns. Thus, the results of this study will give a new impetus to the sustainable development of single-industry towns. Further research should be aimed at deepening research in this area and developing specific recommendations.

The adaptation of single-industry towns to sustainable development in Kazakhstan depends on many factors. Economic diversification, infrastructure burning, the development of small and medium-sized businesses, the solution of environmental problems and state support should be systematically implemented. It is necessary to study world experience and adapt to local conditions to increase opportunities for the transformation of single-industry towns in Kazakhstan into sustainable and competitive cities in the future.

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ХАЛЫҚАРАЛЫҚ ТӘЖІРИБЕ НЕГІЗІНДЕ ҚАЗАҚСТАН МОНОҚАЛАЛАРЫН ТҰРАҚТЫ ДАМУ ЖОЛДАРЫ

Аңдатпа. Бұл зерттеу Қазақстандағы моноқалалардың ұлттық экономикалық құрылымдағы рөлін және олардың тұрақты дамуға қол жеткізудегі бірегей сын-қатерлерін зерттейді. Бұл қалалар негізінен өнеркәсіптік кәсіпорындардың шектеулі санына тәуелді, бұл олардың өсуіндегі осалдықтар мен тәуекелдерге әкеледі. Негізгі мәселелерге экономикалық монокультура, әлеуметтік-экономикалық мәселелерді тереңдету, экологиялық қиындықтар, демографиялық өзгерістер жатады. Осы міндеттерді шешу үшін зерттеу Қазақстанның моноқалаларының тұрақты даму стратегияларын негіздей алатын озық әлемдік тәжірибелерге бағытталған.

Фокустың негізгі бағыттары экономиканы әртараптандыру болып табылады, бұл

жөкелеген салаларға тәуелділікті азайту үшін өте маңызды. Мысалы, Жапония мен Германия өз экономикаларын әртараптандыру үшін жаңа технологиялар мен инновациялық тәжірибелерді сәтті қолданды. Қазақстанда Теміртау сияқты қалалар, ең алдымен металлургиялық хаб, туризм мен шағын бизнесті дамытуды зерттей бастады, дегенмен бұл күш-жігер жүйелі түрде жалғастыруды қажет етеді.

Инфрақұрылымды жаңғырту тағы бір маңызды фактор болып табылады, өйткені ескірген инфрақұрылым экономикалық және әлеуметтік дамуға кедергі келтіреді. Қытайдың Шэньчжэнь қаласынан алынған мысалдар заманауи инфрақұрылымға инвестиция салу қаланың экономикалық ландшафтын қалай өзгерте алатынын көрсетеді.

Сонымен қатар, шағын және орта бизнесті (Шоб) ілгерілету экономикалық тұрақтылық үшін өте маңызды. Шағын Және орта Бизнес арқылы жергілікті экономиканы ынталандыратын Неміс моделін зерттеу қазақстанның моноқалаларында жұмыс орындарын құруға және экономикалық әртүрлілікке ықпал етуі мүмкін.

Ақырында, әлеуметтік-демографиялық факторларды шешу өмір сүру деңгейі мен еңбек нарығының жағдайын жақсарту үшін өте маңызды. Финляндия мен Швецияда жүргізілген сәтті жағдайлық зерттеулер жастарды ұстап қалудың және жұмысқа орналасуға мүмкіндік берудің тиімді стратегияларын көрсетеді. Тұтастай алғанда, бұл зерттеу Экологиялық проблемаларды ескере отырып және жасыл экономиканы ілгерілеті отырып, Қазақстанның моноқалаларын тұрақты дамыту үшін мемлекеттік қолдау мен жергілікті басқаруды қоса алғанда, кешенді тәсіл қажет екенін көрсетеді.

Кілт сөздер: Тұрақты Даму, моноқала, жаһандану, туризм, экономиканы әртараптандыру

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ПУТИ УСТОЙЧИВОГО РАЗВИТИЯ МОНОГОРОДОВ КАЗАХСТАНА НА ОСНОВЕ МЕЖДУНАРОДНОГО ОПЫТА

Аннотация. Данное исследование посвящено роли моногородов в Казахстане в рамках национальной экономической структуры и уникальным проблемам, с которыми они сталкиваются на пути к устойчивому развитию. Эти города в основном зависят от ограниченного числа промышленных предприятий, что приводит к уязвимостям и рискам в их развитии. Основные проблемы включают экономическую монокультуру, углубление социально-экономических вызовов, экологические трудности и демографические изменения. Для решения этих проблем исследование фокусируется на мировых лучших практиках, которые могут информировать стратегии устойчивого развития моногородов Казахстана.

Ключевые направления включают экономическое диверсифицирование, что крайне важно для уменьшения зависимости от отдельных отраслей. Например, Япония и Германия успешно используют новые технологии и инновационные практики для диверсификации своих экономик. В Казахстане такие города, как Теміртау, начинают исследовать развитие туризма и малого бизнеса, хотя эти усилия требуют систематического

продолжения.

Современное обновление инфраструктуры также является критическим фактором, поскольку устаревшая инфраструктура затрудняет как экономическое, так и социальное развитие. Примеры из Шэньчжэня в Китае показывают, как инвестиции в современную инфраструктуру могут преобразовать экономический ландшафт города.

Кроме того, развитие малого и среднего бизнеса жизненно важно для экономической стабильности. Применение немецкой модели «центрального города» может помочь местной экономике и способствовать созданию рабочих мест.

Наконец, необходимо также решать социо-демографические факторы, влияющие на уровень жизни и состояние рынка труда. Успешные примеры из Финляндии и Швеции показывают эффективные стратегии удержания молодежи в городе и предоставления им рабочих мест.

Таким образом, для устойчивого развития моногородов Казахстана необходим комплексный подход, включая государственную поддержку и местное управление, учитывая экологические вызовы и содействуя переходу к «зеленой» экономике.

Ключевые слова: *Устойчивое развитие, моногород, глобализация, туризм, диверсификация экономики*