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TRANSPORT INFRASTRUCTURE AND ITS IMPACT ON TOURISM IN THE ZHETYSU REGION

Abstract. *This article investigates the transport resources and services of the Zhetysu oblast, addressing the pressing need for a comprehensive assessment of its current infrastructure, operational capacities, and prospective development pathways. The primary objective is to provide an in-depth analysis of the existing transport network, highlighting its strengths, challenges, and potential improvements. By doing so, the research aims to support policymakers, industry stakeholders, and local communities in making informed decisions that enhance connectivity, economic vitality, and oblastal integration. From a scientific and practical perspective, this work contributes to the broader knowledge base on transport planning and resource management, offering evidence-based insights tailored to the unique conditions of the Zhetysu oblast. Methodologically, the study employs a mixed-methods approach, including quantitative analysis of statistical data, spatial mapping of transport routes, and qualitative assessments through stakeholder interviews and field observations. The key findings reveal infrastructural gaps, resource allocation inefficiencies, and service delivery limitations that significantly affect transport efficiency and user satisfaction. These results are thoroughly examined to formulate strategic recommendations focused on improving service quality, optimizing resource use, and advancing sustainable policy frameworks. This research holds significant value by filling existing information gaps and shaping a more coherent, sustainable transport strategy. Ultimately, its practical implications lie in guiding investment priorities, informing regulatory reforms, and encouraging oblastal cooperation, thereby driving long-term improvements in transport services and overall socio-economic development.*

Keywords: *tourist infrastructure, transport services, tourist areas, passengers and tourists, tourist services.*

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Introduction

Zhetysu oblast is the most picturesque and attractive oblast for tourists in Kazakhstan. Boundless mountain valleys with sparkling waterfalls and crystal-clear lakes, the majestic, snow-capped ridges of the Semirechensky Alatau, the winding Zhetysu Valley carved by swift streams, the distinctive charm of the Ili River and the vastness of Lake Balkhash, the mesmerizing sound of the “singing” sand dunes, the diverse landscapes of Altyn-Emel National Park, green pastures, and the grandeur of the Dzungarian Alatau with its neighboring lakes—all of these are sure to touch the heart of anyone who sets foot in these lands.

It is hardly surprising that tourism development ranks among the top priorities of the Semirechye oblast’s economy. The area offers abundant and varied natural attractions, a pleasant climate, well-established infrastructure, and a high level of demand for tourism services. There are five tourist destinations in the Zhetysu oblast: Altyn Emel and Dzungar-Alatau Park, dzungar Alatau Spurs, Alakol and Balkhash lakes, Tekeli Burkan-Bulak, Tuzkol lakes, Kapal-Arasan, Zharkent-Arasan healing springs are popular in the country.

Every year, the number of tourists visiting the Zhetysu oblast increases. In 2023-2 million. tourist arrivals increased by 10% compared to 2022 [1].

The transport complex of the Zhetysu oblast is represented by road, rail, air and water transport [2, 3].

The advancement of the oblast’s transport infrastructure is influenced by several factors, including the expansion of various transportation modes, the availability of natural resources that foster the development of transport routes, the large geographic area, and the district center’s significant distance [4].

Analysis of statistical data of the Zhetysu Oblastal Department of Economy showed that 51% of passengers transported in the oblast are inter – city road, 24% – rail, 20% – intra – city road, 5% - Air Transport [5, 6].

Road transport of Zhetysu oblast. The total length of highways in Zhetysu oblast in 2019 was 9603 km. Of these, 2529 km are of national and 6937 km are of oblastal and district significance. In particular, the total length of the four-lane solid pavement Highway (Autobahn) with passenger service facilities that meet international requirements is 760 km [8].

Currently, there are 226 routes in Zhetysu oblast. At the same time, a project is being implemented to build a large Kazakh-German international cargo airport at the eastern gate of Khorgos (too "SKYHANSA"), the cost of which is 250B tenge, employs 700K workers, transports 50K tons of cargo, the terminal carriers 500K people p/h, 840 hectares. The land covers a valley. A key aspect in evaluating road infrastructure lies in its enhancement. This component encompasses a broad range of criteria, including the availability of designated stopovers, sanitary facilities (such as restrooms), motels, fuel stations, roadside dining establishments, parking areas, wells and other sources of potable water, as well as specially designated rest zones for road users.

In 2019, a total of 3,106 buses with various capacities and configurations were assigned to routes operating within the oblast. Passenger transportation along the designated routes is carried out by 47 operators, including 34 incorporated entities and 13 individual entrepreneurs. Of the 741 settlements in the region, 549 (74%) are covered by regular passenger transport services, leaving 192 without such provision. Residents of these uncovered localities make use of vehicles operated by individual entrepreneurs, while inhabitants of smaller communities remain self-sufficient, primarily relying on their own automobiles for travel [9]

Six transport enterprises provide regular intercity passenger services from the regional center,

Taldykorgan. Within the city, there are 33 permanent routes equipped with GPS navigational systems, of which nine serve suburban areas.

Conversely, the region lacks a comprehensive network of intraregional passenger and freight transport routes by road. Consequently, there are no regular intraregional routes in the Kerkbulak, Uyghur, and Sarkan districts, and the intraregional transportation coverage in the Aksu, Yeskeldinsky, and Karatal districts does not fully encompass all settlements. Exceptions are found in the Panfilov district and the cities of Taldykorgan and Tekeli, where organized intraregional transport services have been effectively established. However, overall, the existing intraregional bus routes for transporting passengers and their hand luggage remain insufficient to fully serve all settlements within the Zhetysu region.

On the territory of the oblast there are more than 100 toilets and 30 drinking water outlets for the entire transport system along the highways Zhetysu-Khorgos; Zhetysu-Bishkektalykorgan-Usharal-Dostyk; Taldykorgan-Saryozek-Zharkent-Khorgos and etc.

At the same time, in connection with the launch of the four-lane Zhetysu-Kapshagai – Taldykorgan highway in 2016 and the Barys Europe-western China highway in 2018, canteens, motels, toilets, etc. Facilities serving tourists and passengers were put into operation in the territories of Ili, Uyghur, Panfilov, Kerbulak, Koxsu districts. In terms of kilometers of the road, the indicators will be negligible.

One of the key challenges in organizing tourism is ensuring the availability of parking at tourist and excursion sites. According to statistics from the Zhetysu oblast Department of Economy, there are 26 parking areas located in the Dzungarian Alatau, Altynemel state National Nature parks, nature reserve museums, and memorial museums. However, no data is available regarding their size or the total number of parking spaces they provide.

On the territory of the oblast there is a hotel serving passengers and tourists, equipped with Wi-Fi and internet networks, electronic guides – 1 (in Taldykorgan), 1 bus station without a hotel, catering facilities, 9 bus stations in district centers and large rural settlements of national significance, 22 ticket sales units, 2 railway stations. But most of them do not specialize in serving domestic and foreign tourists.

One – day and multi-day excursions are organized by travel agencies on Hyundai, Universe, Yutong buses with 46-53 seats, equipped with air conditioning, TV, microphone, Wi-Fi from the bus station in Taldykorgan, transporting tourists to altynemel, Dzungarian Alatau, state National Nature Parks, Shokan Valikhanov, Akyn Sara, Alakol, Balkhash recreation areas. Private entrepreneurs take 16-18-person minibuses to the above-mentioned facilities.

According to the data of the information and analytical center of the Zhetysu oblastal tourism department for 2023, at the present stage there are 23 autotourist travel routes serving the population of Taldykorgan and the oblast, Foreign and domestic tourists. They are served by buses and minibuses with modern voice magnifiers, Wi-Fi, Internet networks.

The cost of renting buses is different depending on the distance from the Oblastal Center and the city of Zhetysu, the quality of the road [9].

Poor roads of oblastal significance, which connect the Oblastal Center with the railway station Zharkent, Usharal, Ushtobe; the need for major repairs; inconvenience to the movement of modern foreign buses; a small number of tourist and passenger service facilities along the way prevent the organization of one-and multi-day autotourist trips to attractions, educational facilities, specially protected territories and recreation areas. In addition, high prices for fuel and lubricants, low incomes of the population limit the organization of autotourist excursions and travel.

Railway transport of Zhetysu oblast. The leading importance of railway transport for the Zhetysu oblast is determined by the specifics of its geographical location, its border status. The current railway system of the oblast connects the Zhetysu oblast with all oblasts of Kazakhstan, as well as with the PRC, Russia and the states of Central Asia. Its prosperity is ensured by the presence of demand from users, production and private transportation.

The railway network provides access to neighboring countries and enables transportation between all regions. The operations of the Zhetysu Railway Division are aimed at the effective organization of freight and passenger transportation both domestically and to adjacent nations. The total operational length of the railways within the Zhetysu Division amounts to 1,648.8 kilometers, with the main tracks extending 2,143.4 kilometers.

The network comprises 119 railway stations and 72 sections responsible for operational services [11].

Transit railway routes passing through the region include Novosibirsk–Tashkent–Novosibirsk, Almaty–Novosibirsk–Almaty, Zhetysu–Simferopol–Zhetysu, Zhetysu–Moscow–Zhetysu, Zhetysu–Astana–Zhetysu, Almaty–Koktuma–Dostyk, Kyzylorda–Almaty–Semey–Kyzylorda, Almaty–Semey–Pavlodar, among others.

A new railway line, Zhetysay–Korgos, has recently been commissioned. The inauguration of the second international border railway crossing with the People's Republic of China has enhanced the competitiveness of the country's transportation potential.

The new China–Kazakhstan transport corridor will facilitate the strengthening and expansion of economic ties among Southeast Asian countries, Kazakhstan, Central Asian nations, and the broader Eurasian region. Specifically, the Zhetysay–Korgos line will reduce the distance from China to the southern regions of Kazakhstan and Central Asian countries by approximately 550 kilometers. This, in turn, holds significant importance for the development of the region's and the country's economy, as it contributes to increasing the volume of freight transportation, including transit shipments.

At the present stage, the rational use of railway transport in the development of tourism in the Zhetysu oblast is one of the most pressing issues. To organize multi-day tourist trips by rail along the Great Silk Road, the Almaty–Ushtobe–Lepsy–Beskol–Koktuma–Dostyk train has been launched in the summer period since 2014. Due to the length of the road, high ticket prices, this project, implemented by the oblastal akimat, is not fully implemented.

The same ticket price as the Almaty route limits the number of tourists arriving by rail from other cities of the country to recreation areas in the villages of Akshi and Koktuma. This year, the railway route Astana–Dostyk was opened by Talgo train.

In the main section According to the data of the statistics department of the Zhetysu Oblastal Department of Economy, planned and restoration works were carried out annually for 430 km. Until 2025, the implementation of 5 projects with a total length of 845 km has begun. Currently, the most busy routes are: Almaty–Taldykorgan, Taldykorgan–Sarkan–Usharal–Ust–Kamenogorsk, Taldykorgan–Saryozek–Zharkent, highway routes.

Air transport of Zhetysu oblast. In Zhetysu oblast there are airports Taldykorgan and Usharal, which allow developing domestic tourism. Air transportation in the oblast is carried out by the airline "Zhetysu" and Joint - Stock Companies "SCAT" on the routes Usharal - Astana - Usharal, Usharal - Taldykorgan - Usharal and Astana - Taldykorgan–Astana.

The Joint-Stock Company "Zhetysu" Airlines has three Yak-40 aircraft, as well as a complex of buildings, structures and equipment necessary for the implementation of air transportation. The

airport belongs to the airports of national significance of the V Class with the airport of the " B " Class. Carries out transportation on CIS and local Air Lines.

The capacity of Taldykorgan airport is 200 passengers per hour. The entire complex of the airport has a stable and complete supply of electricity, heat, water, engineering communications, Wi-Fi wireless internet network [11].

Water Transport in the Zhetysu Region. In the domain of water transport within the region, there are currently 46 registered river vessels and 1,284 small watercrafts, of which 1,241 are self-propelled and 113 are non-self-propelled.

By 2025, a specialized pier is planned to be constructed at the region's reservoirs with the objectives of developing infrastructure and enhancing the safety of navigation on internal waterways. This facility will be capable of accommodating a large number of vessels, including detained ships, as well as small motorboats and other types of watercrafts.

Additionally, projects are slated for the development of coastal infrastructure to increase the volume of waterborne transportation. Specifically, between 2020 and 2025, a project to construct a pier in Arakol is scheduled for implementation.

The lack of recreation areas of lakes and reservoirs on the territory of the semirechye oblast and well-maintained beaches, the small number of berths of Catamaran, sailboat, small walking ships attract vacationers less.

In the process of improving the tourism-oriented transportation infrastructure in the Zhetysu region, several factors hold significant importance. These include the provision of catering services, comfortable accommodations and additional roadside facilities for travelers, promoting tourist activities in recreational areas, and ensuring high-quality offerings for visitors.

The most visited national and foreign tourists of the Zhetysu oblast visit the National Nature Gardens of Altynemel, Dzungarian Alatau, the recreation area of Lake Balkhash, The Villages of Koktuma and Akshi on the coast of Alakol. the quality of hotel and restaurant infrastructure is low – primarily due to the seasonal factor.

In the main part

Expeditionary research and tourist surveys conducted during the primary phase of the study revealed a low quality of services provided in the accommodation and catering sectors, as well as a shortage of qualified professionals. Furthermore, there is an absence of an organized system for organizing excursions to nearby attractions and historical-archaeological sites within recreational areas, along with a lack of animation and entertainment activities for visitors.

This, in turn, allowed us to conclude that there is a shortage of such specialists as animators, tour guides, marketers in popular tourist areas of the Zhetysu oblast, where tourists and vacationers come in large numbers.

Assessing the State of Tourist Infrastructure in the Restaurant Sector, it is important to emphasize that the primary shortcomings hindering the introduction of government-provided catering services to the market include an outdated material and technical base that does not meet contemporary requirements, as well as the low competitiveness of enterprises located in rural areas [12].

At the present stage, the installation of buses serving tourists in the Zhetysu oblast, recreation areas in the villages of Akshi, Koktuma, and near the city of Kapshagai has begun.

Establishing and expanding infrastructure is a financially and technologically intensive endeavor, yet the advancement of society cannot occur without appropriate infrastructure

conditions. Furthermore, the development of social infrastructure aligns closely with the key elements characterizing the tourism landscape.

The region's advantageous geographical location, predominantly flat terrain, and abundant natural resource base lay the groundwork for the continued expansion of its transportation infrastructure. This represents one of the central priorities of socio-economic advancement, extending beyond the regional scope to encompass the country as a whole.

Improving the transport infrastructure will increase the number of domestic and foreign tourists visiting the territory of the oblast. The project for the maintenance of the Taldykorgan-Sarkan-Usharal-Dostyk, Taldykorgan-Matthew-Lepsi-Aktogay-Ayagoz highways, launched in 2018 within the framework of the Nurly Zhol program, is of great importance for solving this problem. In 2025, after commissioning in the summer, the number of tourists to recreation areas on the shores of Balkhash and Alakol should double to 2.3 million people [12].

As for the current state of transport infrastructure to the Alakol Recreation Area, the results of a survey of vacationers in the Alakol Recreation Area in the period 2022-2023 and an analysis of the results of an expedition survey conducted in this area showed that the quality of services provided to recreational and passengers by road, rail and air transport transported by passengers from Taldykorgan, Shymkent, Astana and other oblasts is somewhat lower.

In the oblast of Alakol district in 2023-426, in 2024 - 442 holiday homes, recreation areas, boarding houses, hotels and tourist bases were located.

The length of the hard – covered highway connecting Alakol with recreation areas is 323 km from Taldykorgan to Alakol-a four-lane Autobahn that meets the requirements of the eurostandart, modernized within the framework of the Nurly Zhol program. In comparison with the Zhetysu-Taldykorgan highway, the infrastructure facilities along the way and the quality of passenger service are low.

"Taldykorgan-Ust-Kamenogorsk 287-615km", built since 2018, has been completed within the framework of the infrastructure development program. According to the information of the Alakol district for 2024, the objects of tourist services are 442, the number of tourists served is 1,600,000 million people, the volume of services provided is 9,900 million KZT and the number of vacationers accepted in 1 day is 33,539 people [10].

Does not meet the requirements for the development of domestic and inbound tourism. This is due to the fact that there are few catering facilities on the international highway, there are no accommodation facilities, transport maintenance stations, stops where passengers rest, facilities for meeting sanitary and hygienic needs, and the internet. Only in the city of Sarkan, Kabambay village, Usharal there are small starless hotels. Along it there are 5 car stops, 5 catering establishments, a mini-Motel, One internet, a communication facility with Wi-Fi, which provides tourists with free meals and rest. The total length of the Taldykorgan-Zhansugur-Sarkan-Kabambay-Usharal-Koktuma route, which connects the center of Zhetysu oblast with Alakol, is 440 km. The two-lane road does not meet the requirements of the Times.

There are the following transport routes in Zhetysu oblast. Air routes: Astana - Usharal-Astana-1 time daily for 6 months (as of 2019); Zhetysu - Usharal - Zhetysu - 1 time daily for 6 months; Taldykorgan-Usharal-Taldykorgan-2 times daily.

Railway routes: Zhetysu-Zhetygen-Dostyk run 3 times a week ("Turan express"LLP); Astana - Nurly Zhol - Dostyk 2 times a week (JSC NC" Kazakhstan Temir Zholy"); Astana-1 - Dostyk 4 times a week (JSC NC" Kazakhstan Temir Zholy"); Zhetysu-1 - Dostyk run 4 times a week (JSC NC" Kazakhstan Temir Zholy").

Bus routes: Zhetysu-Usharal-Akshi – Koktuma-15 buses per day [10].

Since there are 600 km between Zhetysu and the villages of Akshi and Koktuma, where

recreation areas are concentrated, passengers can stop on the road when they are tired, and there are shopping areas only in the cities of Kapshagai, Taldykorgan, Sarkan, Usharal. Along the way, the tastes of passengers and vacationers of different categories and age groups were not taken into account.

Following the substantial deterioration in quality after the modernization of the hard-surface highway of national and international significance connecting Taldykorgan and Koktuma, buses and passenger cars now frequently experience mechanical failures. In turn, this has led to a marked decline in the number of tourists traveling by car from Zhetysu and Taldykorgan to the southern coast of Alakol.

As previously mentioned, a survey conducted among vacationers arriving at the Alakol Recreation Area between 2022 and 2024 indicated that the quality of services within the road, rail, and air transport infrastructure was deemed satisfactory (Figures 1–2).

Between May and August 2023, a mixed-method study was conducted, incorporating a survey of 217 respondents and a series of semi-structured interviews. The sample consisted of 120 tourists who had arrived in the Zhetysu region via various modes of transportation (bus, train, airplane), 50 representatives of the local tourism industry (hotel administrators, tour operators, restaurateurs), 30 local residents, and 17 employees from transportation enterprises (transport company managers, tour bus drivers). The questionnaire included 25 items focusing on the assessment of transport infrastructure quality, the accessibility of tourist attractions, the level of en-route services, and associated amenities. For the qualitative component, open-ended responses and interview transcripts were analyzed using content analysis, which helped identify the most frequently mentioned issues and proposals for improving the tourism and transport infrastructure.

For structuring the research methodology, a conceptual model was developed, linking the state of the Zhetysu region’s transportation infrastructure - such as the quality and extent of roads, the availability of roadside services, and the frequency and convenience of transport routes - to key tourism development indicators, including tourist flow dynamics, traveler satisfaction with services, and the volume of tourism-related offerings. It was hypothesized that improvements in transportation conditions (increased number of regular routes, optimized pricing policies, and the establishment of service areas with rest facilities and internet access) would lead to higher tourist inflows, increased average length of stay, and enhanced visitor satisfaction with service quality.

Of the 217 respondents surveyed, 45.5% said that the quality of railway transport services transporting vacationers to Alakol is satisfactory, 22.4% - good, 10.8% - very good, 10.5% – bad, 10.8% – very bad (Figure 1).

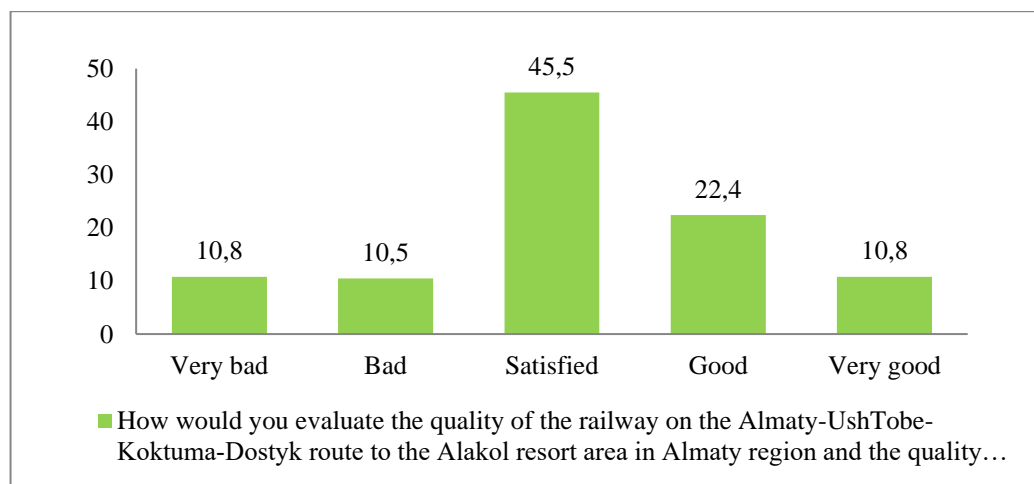


Figure 1 – Assessment of Railway Service Quality for Passengers and Tourists Traveling

to Alakol

Note: Prepared by the author

This will improve the quality of the services that rail transport provides to vacationers, shorten the delivery time of passenger transport by high-speed trains "Tulpar Talgo", reduce ticket prices and increase the availability of other types of services.

The quality and level of service of road transport was assessed by 8.6% of respondents as very poor, 20.7% – poor, 46.4% – satisfactory, 20% – good and 4.3% – excellent (Figure 2).

The quality and level of service of air transport was assessed by 3.1% of respondents as very poor, 10.6% - poor, 52.1% – satisfactory, 25.7% – good and 8.5% – excellent (Figure 3).

Along the Taldykorgan and Koktuma roads, there are only 4 parking lots with overpasses, which allows you to repair technical problems with cars, but there are no equipped stops with toilets and a special seating area near them. Therefore, tourists and passengers who rest when tired, whose cars are broken, park their cars on the side of the road.

This problem can be solved optimally in 2022, when the Taldykorgan-Usharal-Dostyk highway is put into operation. And the beaches on the coast of Alakol, where vacationers come in large numbers, have not yet been improved: there is no parking, overpass, and other infrastructure facilities.

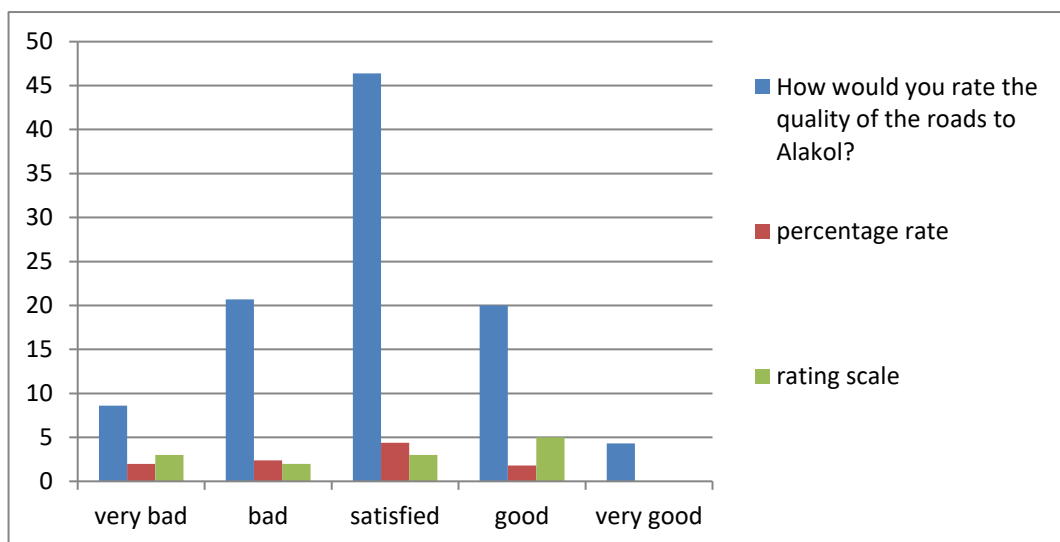


Figure 2 – Quality of Road Infrastructure to Alakol: Evaluation Results of Passenger and Tourist Services by Road Transport

Note-Compiled by the author

Tourists arriving from abroad and other oblasts of the country at the airports of Almaty, Astana, Taldykorgan, Usharal are provided with transport services in the form of temporary rental of a private car, transfer, use of public transport.

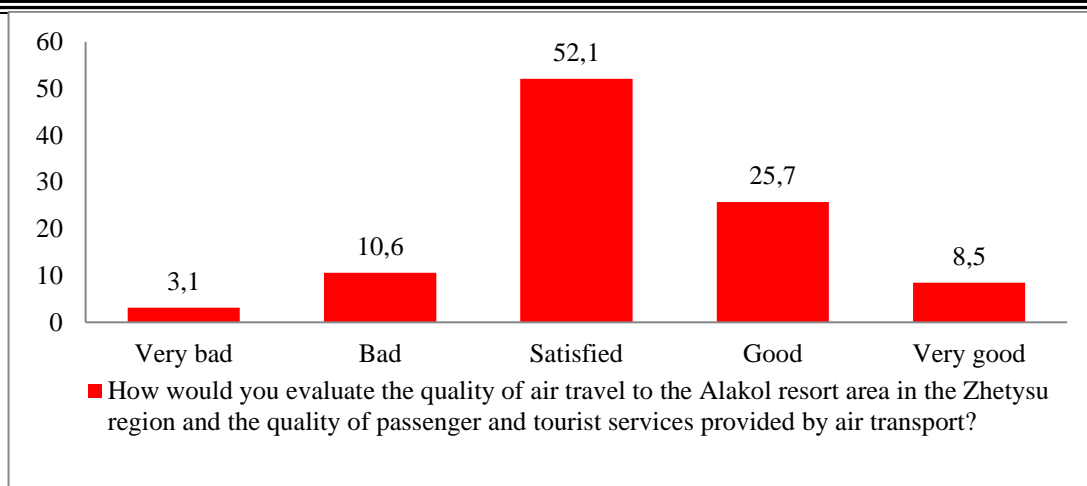


Figure 3—results of the assessment of the quality of air transport to Alakol and the quality of service for passengers and tourists by air

Note—Compiled by the author

The shortage of modern, regularly scheduled buses dedicated to tourist transportation in Zhetysu oblast and Taldykorgan, along with insufficient en-route services—such as catering, accommodations, and wireless communication networks—negatively influences the region’s tourism development.

According to the reference materials from the 2025 long-term tourism development plan, the quality of service—including transport services—ranks lowest among the factors influencing travelers’ decisions to vacation along the shores of Lakes Alakol and Balkhash, both renowned for their appeal in the Zhetysu region [13].

This finding highlights the importance of the current research and underscores the priority of resolving socio-economic issues that hinder the advancement of the tourism industry.

Conclusion

In conclusion, the state of Kazakhstan’s transport infrastructure has been evaluated, reflecting its critical role in delivering services to tourists. Every form of transportation is utilized for tourism-related purposes, though air, rail, and road travel are most commonly employed to facilitate the movement of visitors. Water transport serving tourists is just taking shape.

Analysis of the survey results by the method of expert assessment to identify key issues of quality of service and accessibility for tourists and passengers of transport infrastructure facilities in Zhetysu oblast allowed to identify the current state of development of tourist transport infrastructure in the Republic of Kazakhstan, key issues and propose optimal solutions.

Based on the analysis, it appears feasible to implement a phased program to improve road infrastructure along the most in-demand routes (e.g., Taldykorgan–Usharal–Dostyk). This program would entail establishing service zones every 50–70 km, equipped with sanitation facilities, mini-hotels, cafés, service stations, and free Wi-Fi access. The formation of public-private partnerships with local entrepreneurs for constructing and maintaining these amenities is recommended, as is introducing a system of preferential loans for upgrading the fleet of tour buses. The introduction of online booking services and vehicle rental platforms will help reduce seasonal demand peaks and enhance service quality. Short-term training programs, organized in collaboration with local universities and colleges, could help develop qualified personnel (tour guides, animators, marketing specialists) for the tourism industry.

Several limitations of this research must be noted. First, the survey was conducted over a

limited period (May–August 2023), which does not fully capture seasonal fluctuations in tourist flows. Second, the respondent sample does not entirely reflect the diversity of stakeholders, including investors and representatives of regional transport authorities. Future research should expand the geographic and temporal scope of the investigation and apply more sophisticated statistical techniques (e.g., regression analysis, factor analysis) to identify the key drivers of transport-tourism complex development. Moreover, examining the impact of digitalization (mobile applications, online navigation and booking services) on improving tourist services in the region represents a promising avenue for further inquiry

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***ЖЕТІСУ ОБЛЫСЫНДА КӨЛІК ИНФРАҚҰРЫЛЫМЫ ЖӘНЕ ОНЫҢ ТУРИЗМГЕ
ӘСЕРІ***

Аңдатпа. Бұл ғылыми мақалада Жетісу өңірінің көлік ресурстары мен қызметтерін зерделеуге арналған, өңірдің қазіргі инфрақұрылымын, жұмыс істеу қабілетін және болашақтағы даму бағыттарын кешенді бағалауға деген өзекті қажеттілікті қарастырады. Зерттеудің басты мақсаты – қолданыстағы көлік желісін терең талдап, оның күшті жақтарын, проблемалық тұстарын және ықтимал жетілдіру мүмкіндіктерін анықтау. Осы арқылы зерттеу саясаткерлерге, салалық сарапшыларға және жергілікті қауымдастықтарға байланыс арналарын, экономикалық әлеуетті және өңірлік ықпалдастықты арттыруға септігін тигізетін негізделген шешімдер қабылдауға көмектеседі. Ғылыми және практикалық тұрғыдан алғанда, бұл жұмыс көлік жоспары мен ресурстарды басқару саласындағы білім қорын толықтырып, Жетісу өңірінің ерекшеліктеріне бейімделген дәйекті деректерді ұсынады. Методологиялық тұрғыдан зерттеу аралас әдістерді қолданады, соның ішінде статистикалық деректердің сандық талдауы, көлік бағыттарының кеңістіктік карталандыруы, сондай-ақ мүдделі тараптармен сұхбаттар мен далалық бақылаулар арқылы сапалы бағалау жүргізіледі. Негізгі нәтижелер көлік инфрақұрылымындағы олқылықтар, ресурстарды бөлудегі

тиімсіздіктер және қызмет көрсету сапасындағы шектеулер көлік жүйесінің тиімділігіне және пайдаланушылардың қанағаттануына айтарлықтай әсер ететінін көрсетті. Бұл қорытындылар қызмет көрсету сапасын арттыруға, ресурстарды оңтайландыруға және орнықты саясаттық негіздерді жетілдіруге бағытталған стратегиялық ұсынымдарды әзірлеуге негіз бола алады. Бұл зерттеу бар ақпараттық олқылықтарды толтырып, неғұрлым үйлесімді және орнықты көлік стратегиясын қалыптастыруға ықпал етеді. Оның практикалық маңызы – инвестициялық басымдықтарды анықтауға, нормативтік-құқықтық реформаларға бағыт беруге және өңірлік ынтымақтастықты дамытуға көмектесу арқылы көлік қызметтерін және жалпы әлеуметтік-экономикалық дамуды ұзақ мерзімді жақсартуға негіз болмақ.

***Кілт сөздер:** туризм инфрақұрылымы, көлік қызметі, туризм инфрақұрылымы, жолаушылар мен туристер, туристік қызметтер.*

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ТРАНСПОРТНАЯ ИНФРАСТРУКТУРА И ЕЁ ВЛИЯНИЕ НА ТУРИЗМ В ЖЕТЫСУСКОЙ ОБЛАСТИ

***Аннотация.** Данное исследование посвящено анализу транспортных ресурсов и услуг Жетысуской области, отвечая на актуальную необходимость комплексной оценки ее существующей инфраструктуры, эксплуатационных возможностей и перспективных направлений развития. Основная цель работы – провести детальный анализ действующей транспортной сети, выявить ее сильные стороны, проблемные аспекты и потенциальные улучшения. Тем самым исследование призвано содействовать лицам, принимающим решения, представителям отрасли и местным сообществам в обоснованном повышении связности, экономической устойчивости и региональной интеграции. С научной и практической точки зрения это исследование вносит вклад в общую базу знаний в области транспортного планирования и управления ресурсами, предоставляя доказательные данные, адаптированные к уникальным условиям Жетысуской области. Методологически в работе применяется смешанный подход, включающий количественный анализ статистических данных, пространственное картирование транспортных маршрутов, а также качественные оценки, полученные в результате интервью со стейкхолдерами и полевых наблюдений. Ключевые результаты выявили существующие инфраструктурные пробелы, неэффективное распределение ресурсов и ограничения в качестве оказания услуг, что существенно влияет на эффективность транспортной системы и удовлетворенность пользователей. Данные выводы подвергнуты тщательному анализу с целью выработки стратегических рекомендаций, направленных на повышение качества услуг, оптимизацию использования ресурсов и совершенствование устойчивых политических рамок. Исследование обладает значительной ценностью, восполняя информационные пробелы и способствуя формированию более целостной и устойчивой транспортной стратегии. Его практическая значимость заключается в определении инвестиционных приоритетов,*

информировании нормативно-правовых реформ и стимулировании регионального сотрудничества, что в долгосрочной перспективе приведет к улучшению транспортных услуг и общему социально-экономическому развитию.

Ключевые слова: *туристская инфраструктура, транспортные услуги, туристические зоны, пассажиры и туристы, туристские услуги.*