ТУРИЗМ

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SCIENTIFIC AND PUBLICATION ACTIVITY IN THE FIELD OF TOURISM: COMPARISON OF KAZAKHSTAN, TURKEY AND POST-SOVIET COUNTRIES USING THE SCOPUS DATABASE

Abstract. *Kazakhstan ranked 80th in the 2019 Travel and Tourism Competitiveness Index, and only less than 5% of research and development work is being put into production. To study and compare academic productivity in the field of tourism in Kazakhstan, data from Scopus, the largest database of interdisciplinary scientific literature, were analyzed. This study contains important findings for the relevant institutions.*

Keywords: *Academic performance, scientific studies, Post-Soviet Countries, scientific data analysis, tourism industry*

Introduction

Kazakhstan, with its natural, cultural, and historical attractions, has not yet realized its full potential in terms of the number of tourists and tourism revenue it could generate . The role of scientific studies, academic publications, and universities in this area has not been sufficiently explored. This study aims to investigate the academic publication performance in the field of tourism in Kazakhstan over the twenty-year period from 2003 to 2023. In the relevant study, results obtained using the keywords "Kazakhstan" and "tourism" in Scopus, the world's largest bibliographic database, were examined, alongside two other main bibliometric databases, WoS (Web of Science) and GS (Google Scholar) [3],[4],[5].

Additionally, to better evaluate and position Kazakhstan's academic performance in the field of tourism, the number of academic publications has been compared with those of post-Soviet countries with similar systems and histories, as well as Turkey, which has a very different system and history. This study highlights the role of Kazakhstan's academic institutions, particularly universities, in developing the country's tourism industry. It has been observed that Kazakhstan has steadily increased its number of academic publications since 2012 and is ranked third among post-Soviet countries, following the Russian Federation and Ukraine.


The findings of the study can be used to improve Kazakhstan's position in the Travel and Tourism Competitiveness Index (2019), where it is currently ranked 80th, by enhancing the quality and diversity of its tourism products . Additionally, these findings are expected to guide efforts to improve the conversion rate of academic studies into commercial products, which is currently at 5% [6],[7].

Methods and Findings

This study is limited to academic publications indexed in the Scopus database over a 20-year period from 2003 to 2023. The number of academic publications in the relevant database is 377 [8]. The analysis was conducted by selecting the country of the author, the type of publication (article, book chapter, etc.), and the subject area of tourism. Articles are the most common type of publication, with 311 entries, followed by "Conference Papers" with 29 publications. Additionally, "Book Chapters" and "Reviews" follow with 19 and 8 publications, respectively. The dataset also includes fewer publications in other document types such as "Conference Reviews," "Books," "Notes," and "Letters," as illustrated in Figures 1 and 2.
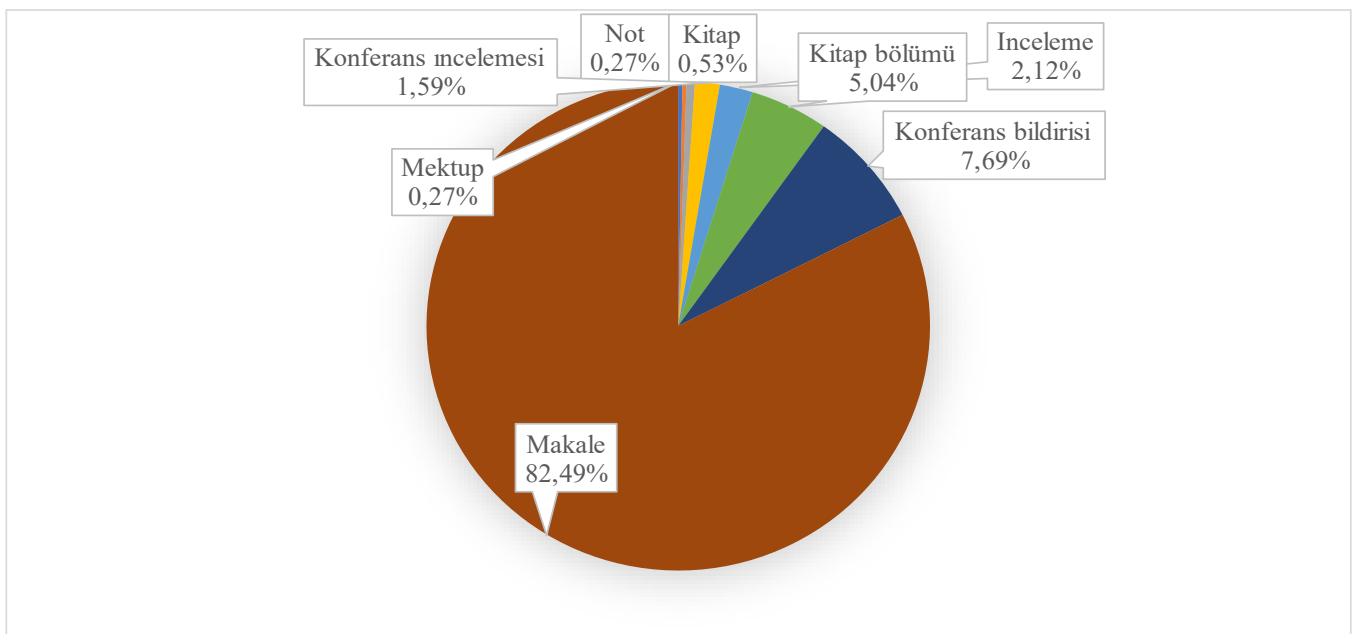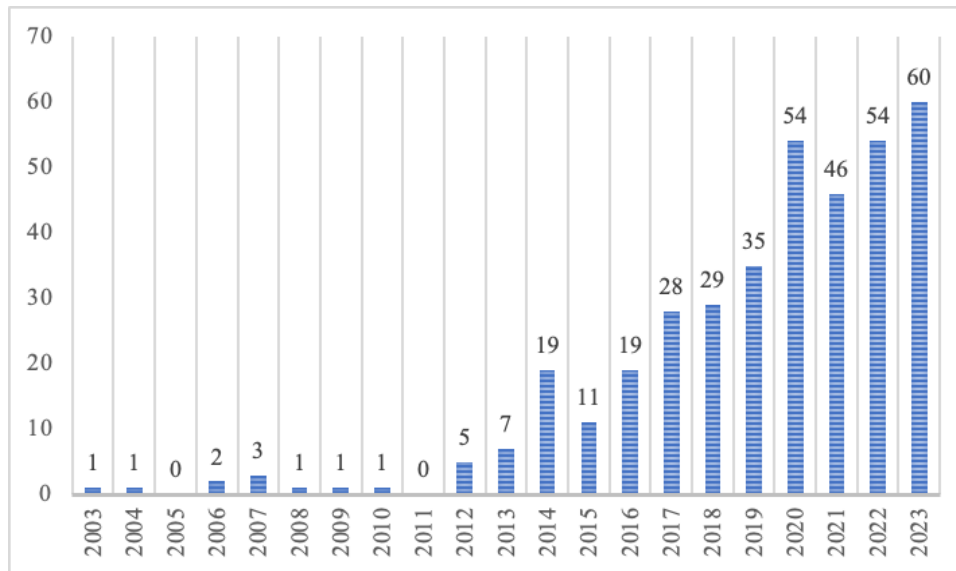

Figure 1 – Number of publications categorized by type found using the keywords "Kazakhstan and tourism" from 2003 to 2023 (Source: Compiled by the authors using data from Scopus.com [8]).

The data reveal significant trends in academic interest towards Kazakhstan's tourism sector over the past twenty years. Kazakhstan exhibited a low performance in 2003 with only one article, and in 2005 and 2011, with zero articles. However, starting from 2012, there has been a notable improvement, reaching 60 articles by 2023. The policies and practices contributing to this development should continue to focus not only on the number of publications but also on citation counts, R&D (Research and Development) activities, and commercialization of products. Such a comprehensive approach will be highly beneficial both theoretically and practically in the tourism sector in the coming years.

The increase in academic publications may be linked to changes in Kazakhstan's research evaluation system [4]. Reforms in Kazakhstan's science assessment policies began with the country's adoption of the Bologna education system in 2011 and the introduction of new doctoral thesis requirements for publication in WoS or Scopus indexed journals [9]. Research by Narbayev

and Amirbekova in 2021 identified patterns of publications in various scientific fields in Kazakhstan from 1991 to 2020 [10]. They noted a significant limitation in publication numbers in the early 1990s, followed by a plateau between 1996 and 2010 [10]. Another reason behind the increase in publications is the growing international academic interest in Kazakhstan's relatively underexplored tourism industry. Kantarcı et al. (2014) [11] pointed out the scarcity of publications focusing on tourism development in Central Asian countries compared to others, presenting a significant opportunity for scholars and researchers within and outside Kazakhstan.

Figure 2 - Number of articles found with the keyword "Kazakhstan and tourism" between 2003 and 2023 (Source: Compiled by the authors using data from Scopus.com [8]).

Figure 3 compares the number of publications on "tourism" with the keyword "Kazakhstan" between 2003 and 2023, against Estonia, Latvia, and Lithuania, the smallest countries by area among the former Soviet states. All four countries share a Soviet Union heritage, with the Baltic states now being members of the European Union. It is evident that Kazakhstan has shown significant and consistent growth since 2010. Accordingly, over a 20-year period, Estonia published 150, Latvia 177, Lithuania 205, while Kazakhstan produced 377 publications on the keyword "tourism".
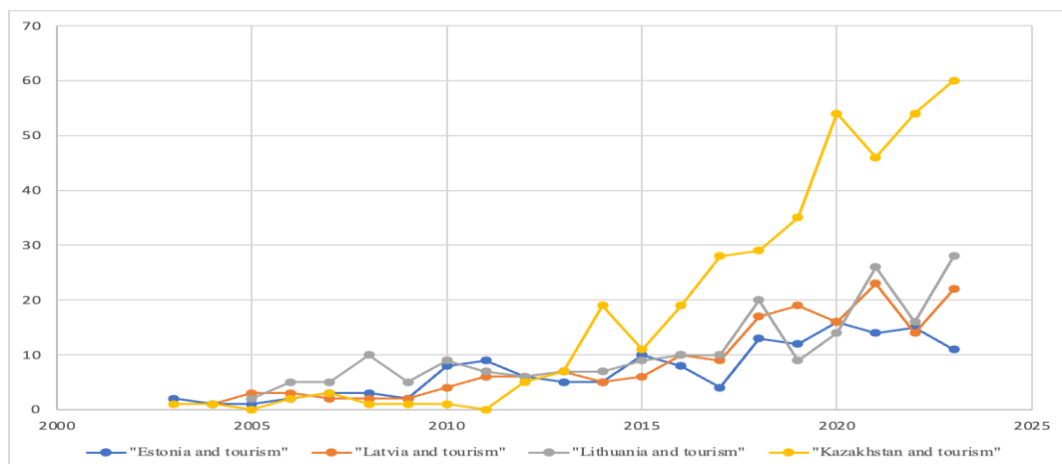
Figure 3 - Comparison of the number of publications obtained with the keyword "Tourism" between 2003 and 2023 for Kazakhstan, Estonia, Latvia, and Lithuania (Source: Compiled by the authors using data from Scopus.com [8]).

Table 1 in meaningful results in the comparison of Kazakhstan's performance in terms of the number of publications obtained with the keyword "tourism" with post-Soviet countries and Turkey has been presented. According to this, Turkey creates a significant difference with post-Soviet countries with 2106 publications. It is observed that post-Soviet countries have made a total of 3074 publications. Another significant data point is seen in annual publication numbers: Turkey publishes 105.30 publications per year, Kazakhstan publishes 18.85 publications per year, and Tajikistan and Turkmenistan, with the lowest numbers, produce 1.55 publications each annually.

Table 1 - Comparison of the number of publications obtained with the keyword "tourism" between 2003 and 2023 for post-Soviet countries and Turkey (Source: Compiled by the authors using data from Scopus.com [8]).

Keyword	Total number of publications over 20 years.	Average annual number of publications.
1	2	3
"Turkey and tourism"	2106	105.30
"Russia and tourism"	1 374	68.70
"Ukraine and tourism"	441	22.05
"Kazakhstan and tourism"	377	18.85
"Lithuania and tourism"	205	10.25
"Latvia and tourism"	177	8.85
"Estonia and tourism"	150	7.50
"Georgia and tourism"	149	7.45
"Uzbekistan and tourism"	101	5.05
"Azerbaijan and tourism"	100	5.00
"Kyrgyzstan and tourism"	63	3.15
"Belarus and tourism"	47	2.35
"Moldova and tourism"	43	2.15
"Armenia and tourism"	40	2.00
"Tajikistan and tourism"	31	1.55
"Turkmenistan and tourism"	31	1.55

Between 2003 and 2023, the number of publications found with the keywords "Kazakhstan and tourism" is organized by country or region in Figure 4. Publications originating from Kazakhstan lead with 278 publications during this period. Following Kazakhstan, the Russian Federation and Turkey are listed accordingly, with other countries ranked thereafter. The content, citation count, field, and potential for transformation into products or projects of these publications

could create significant areas for study and collaboration in the future.
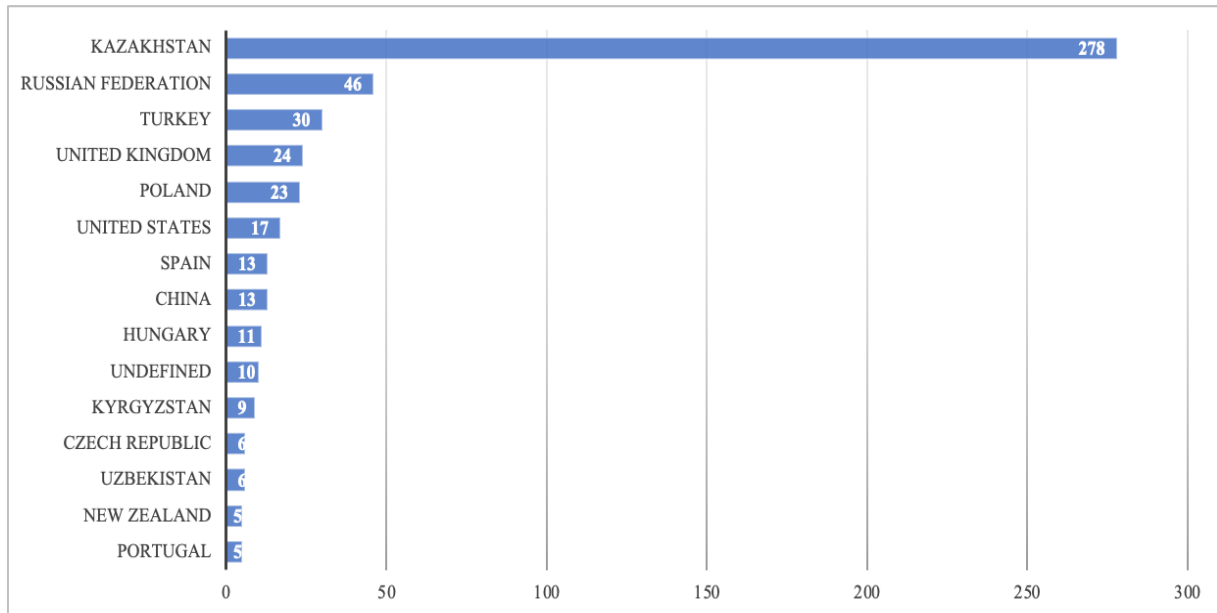
Figure 4 - Number of publications found with the keywords "Kazakhstan and tourism" organized by country or region between 2003 and 2023 (Source: Compiled by the authors using data from Scopus.com [8]).

Table 2 lists the top 15 authors and co-authors based on the number of publications identified with the keywords "Kazakhstan and tourism." Analysis conducted via Scopus indicates that more than fifty percent of these authors/co-authors are affiliated with academic institutions in Kazakhstan, with the next largest group comprising researchers from Turkish universities. This highlights strong scientific collaboration between the two countries.

Figure 5 provides an overview of the number of publications organized by institutional affiliations based on the keywords "Kazakhstan and tourism" between 2003 and 2023. Leading the forefront of scientific contribution, L.N. Gumilyov Eurasian National University holds the top position in the field with 94 publications over the twenty-year period. It is followed by Al Farabi Kazakh National University with 54 publications. The presence of international institutions such as the University of Glasgow, Szent István University, University of Gdansk, and Uludağ University demonstrates international interest and collaboration in research on Kazakhstan's tourism sector.

Table 2 - Comparison of publications containing the keyword "Kazakhstan and tourism" between 2003-2023 by authors and their affiliated organizations (Source: Compiled by authors using Scopus.com data [8]).

Author	Academic Publication Source	Number of Publications
1	2	3
Abdramanova, G.	L.N. Gumilyov Eurasian National University, Astana, Kazakhstan	5
Aktymbayeva, A.	Al Farabi Kazakh National University, Almaty, Kazakhstan	9
Atasoy, E.	Bursa Uludağ Üniversitesi, Bursa, Turkey	11

continuation of table 2

1	2	3
Dávid, L.D.	John von Neumann University, Kecskemet, Hungary	9
Imangulova, T.	International University of Tourism and Hospitality, Turkistan, Kazakhstan	7
Issakov, Y.	Abai Kazakh National Pedagogical University, Almaty, Kazakhstan	8
Kantarci, K.	Alanya Alaaddin Keykubat University, Alanya, Turkey	6
Mussina, K.	L.N. Gumilyov Eurasian National University, Astana, Kazakhstan	6
Mutaliyeva, L.	L.N. Gumilyov Eurasian National University, Astana, Kazakhstan	6
Ramazanova, M.	Universidade Portucalense Infante D.Henrique, Porto, Portugal	7
Saparov, K.T.	L.N. Gumilyov Eurasian National University, Astana, Kazakhstan	9
Sergeyeva, A.M.	K. Zhubanov Aktobe Regional University, Aktobe, Kazakhstan	8
Tiberghien, G.	University of Glasgow, Glasgow, United Kingdom	14
Wendt, J.A.	Uniwersytet Gdanski, Gdańsk, Poland	11
Ziyadin, S.	Al Farabi Kazakh National University, Almaty, Kazakhstan	7

In Figure 5, a breakdown is provided of the number of publications between 2003 and 2023 containing the keyword "Kazakhstan and tourism," organized by institutional affiliations. Leading the forefront of academic contribution, L.N. Gumilyov Eurasian National University holds the top position in the field with 94 publications over the twenty-year period. It is followed by Al Farabi Kazakh National University with 54 publications. The presence of international institutions such as the University of Glasgow, Szent Istvan University in Hungary, University of Gdansk, and Uludag University in Bursa underscores international interest and collaboration in the research of Kazakhstan's tourism sector.
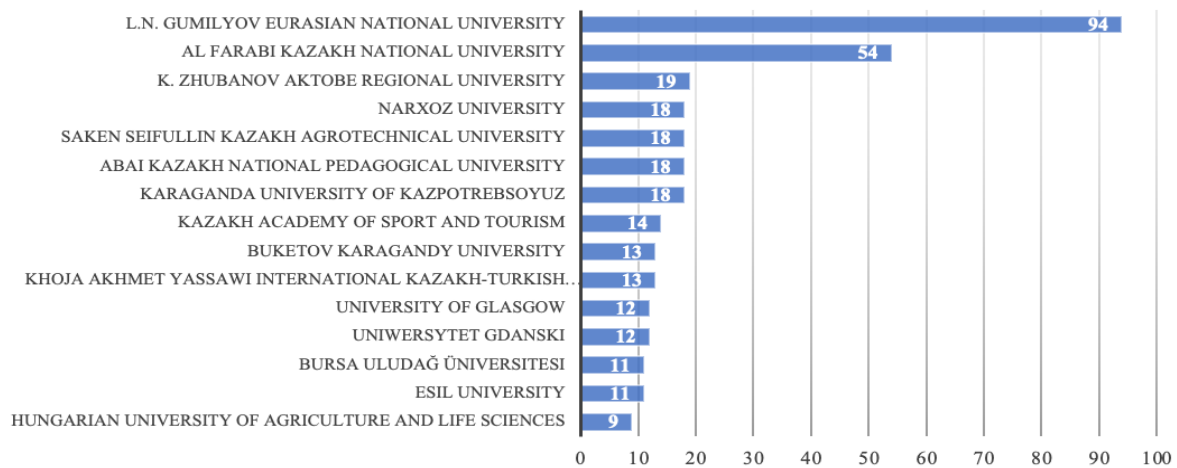
Figure 5 - Number of publications containing the keyword "Kazakhstan and tourism"

between 2003-2023, organized by institutional affiliations (Source: Compiled by authors using Scopus.com data [8]).

Conclusion and Discussion

Despite possessing rich tourist attractions and human resources, Kazakhstan's share of the global tourism market remains below desired levels. Since the dissolution of the Soviet Union in 1991, significant developments and important reforms have been made, yet there are considerable challenges, as well as opportunities, in transforming scientific research in the tourism sector into commercial products. Therefore, it is crucial to examine and enhance the performance of scientific research and to translate the findings into commercial products and applications.

Data from the largest academic database, Scopus, were used to compile the number of publications between 2003 and 2023 using the keywords "Kazakhstan" and "tourism." According to this analysis, a total of 377 publications were identified. Kazakhstan's position was assessed by comparing it with former Soviet Union member countries and Turkey, revealing that Kazakhstan ranks among the top three in this comparison.

This study is pioneering and contains important and valuable findings for policymakers, academic institution leaders, scholars, researchers, and stakeholders in the Kazakhstani tourism industry. However, it also has various limitations, primarily focusing on comparing only the number of publications. Therefore, future analyses should aim to expand and diversify these analyses based on the capabilities of the database.

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ТУРИЗМ САЛАСЫНДАҒЫ ҒЫЛЫМИ-ЖАРИЯЛАНЫМДЫҚ БЕЛСЕНДІЛІК: SCOPUS ДЕРЕКТЕР БАЗАСЫН ПАЙДАЛАНА ОТЫРЫП, ҚАЗАҚСТАН, ТҮРКИЯ ЖӘНЕ ПОСТКЕҢЕСТІК ЕЛДЕРДІ САЛЫСТЫРУ

Аңдатпа. *Қазақстан 2019 жылғы саяхат және туризм бәсекеге қабілеттілік индексінде 80-ші орынға ие болды және ғылыми-зерттеу жұмыстарының тек 5% - дан азы өндіріске енгізілуде. Қазақстан туризмі саласындағы академиялық өнімділікті зерделеу және салыстыру үшін Пәнаралық ғылыми әдебиеттің ең ірі дереккоры Scopus деректері талданды. Бұл зерттеу тиісті мекемелер үшін маңызды нәтижелерді қамтиды.*

Кілт сөздер: Оқу үлгерімі, ғылыми зерттеулер, Посткеңестік Елдер, ғылыми деректерді талдау, туризм индустриясы

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НАУЧНО-ПУБЛИКАЦИОННАЯ АКТИВНОСТЬ В ОБЛАСТИ ТУРИЗМА: СРАВНЕНИЕ КАЗАХСТАНА, ТУРЦИИ И ПОСТСОВЕТСКИХ СТРАН С ИСПОЛЬЗОВАНИЕМ БАЗЫ ДАННЫХ SCOPUS

Аннотация. *Казахстан занял 80-е место в Индексе конкурентоспособности путешествий и туризма 2019 года, и только менее 5% научно-исследовательских работ внедряются в производство. Для изучения и сравнения академической продуктивности в области туризма Казахстана были проанализированы данные Scopus, крупнейшей базы данных междисциплинарной научной литературы. Это исследование содержит важные выводы для соответствующих учреждений.*

Ключевые слова: Академическая деятельность, научная работа, постсоветские страны, анализ научных данных, индустрия туризма