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Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ

МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РЕСПУБЛИКИ КАЗАХСТАН  
ЕВРАЗИЙСКИЙ НАЦИОНАЛЬНЫЙ УНИВЕРСИТЕТ ИМЕНИ Л.Н. ГУМИЛЕВА

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE REPUBLIC OF KAZAKHSTAN  
L.N. GUMILYOV EURASIAN NATIONAL UNIVERSITY



**"ЖАСЫЛ ЭКОНОМИКАҒА" КӨШУ ЖАҒДАЙЫНДА  
ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ТҰРАҚТЫ ДАМУЫ:  
ЕУРОПАЛЫҚ ОДАҚ ЕЛДЕРІНІҢ ТӘЖІРИБЕСІН ҚОЛДАНУ"  
ХАЛЫҚАРАЛЫҚ ҒЫЛЫМИ-ТӘЖІРИБЕЛІК КОНФЕРЕНЦИЯСЫНЫҢ  
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**СБОРНИК ТРУДОВ  
МЕЖДУНАРОДНОЙ НАУЧНО-ПРАКТИЧЕСКОЙ КОНФЕРЕНЦИИ  
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**WORKS  
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16536 бірлікті құрады немесе өсу қарқыны 161 пайызға жеткен. Ал, 2021 жылы 1552111 адам ерекше қорғалатын табиғи аумақтарда көрсетілген туристік қызметтерді тұтынған. Талдау кезеңдерінде ерекше мәртебеге ие аумақтардың кеңеюі және оны туристік – экскурсиялық мақсатта қолдану жағдайлары өскені байқалады. Ел аумағындағы табиғи ресурстардың әлеуетін пайдалануды жоғарылату арқылы туристік-экскурсиялық қызметтен түсетін табысты арттыруға мүмкіндік туғызу керек. Табыстың бұл түрі ерекше қорғалатын табиғи аумақтарды күту, қорғау және қажетті инфрақұрылымдарды ұйымдастыруға бағытталу қажет.

Шетел тәжірибелерін саралайтын болсақ, 2019 жылы АҚШ-тағы ұлттық саябақтарға келушілердің саны 327,5 млн. адам болса, 340500 жұмыс орны құрылды, ұлттық саябақтарға келушілердің жұмсаған шығындары 21 млрд. АҚШ долларын құраған. Жылына Йелстоун саябағына келген үш миллион келушіден түскен жалпы табыстың 7-9%-ын саябаққа кіру үшін төлейтін ақы құраған. АҚШ саябаққа кірудің орташа билет құны 15 АҚШ доллары [7]. Міне, ерекше қорғалатын табиғи аумақтарға кіру үшін алынатын ақы мөлшері де белгілі бір көлемді табысты құрауға ықпал етеді.

Экологиялық туризм мақсатында ерекше қорғалатын табиғи аумақтардың әлеуетін қолданудың мүмкіндіктері бар екен жоғарыда келтірілген талдаулар көрсетіп отыр. Сондықтан табиғи-туристік ресурстық әлеуеттің жоғарылығын ескере отырып экологиялық туризмді ұйымдастыру белгілі бір деңгейде әлеуметтік-экономикалық және экологиялық сипаттағы мәселелерді шешуге мүмкіндік береді деген қорытынды жасауға болады. Бұл өз кезегінде БҰҰ-ның «Тұрақты даму тұжырымдамасында» келтірілген негізгі міндеттемелермен толық сәйкес келеді.

#### **Қолданылған әдебиеттер тізімі**

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## **CURRENT STATE AND PROSPECTS FOR THE DEVELOPMENT OF SUSTAINABLE TOURISM IN KAZAKHSTAN**

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### **Introduction**

To begin with, sustainable tourism requires great social responsibility. In general, the concept of sustainable tourism is explained by meeting the needs of tourists without harming local tourism, preserving it and contributing to its further development. The World Tourism Organization (WTO), the World Travel and Tourism Council (WTTC) and the European Union have defined sustainable tourism as follows: "Sustainable tourism development meets the current needs of tourists and host regions while protecting and enhancing opportunities for the future. All resources must be managed



in such a way as to satisfy economic, social and aesthetic needs, preserve cultural integrity, important ecological processes, biodiversity and life support systems Sustainable tourism products are products that exist in harmony with the local environment, society, culture such in a manner that benefits or harms the development of tourism.”

Today, sustainable tourism, as a new promising socio-economic strategy, is a comprehensive concept for the development of all segments, directions and types of tourism activities (including traditional mass tourism as its dominant), while at the same time forming a new form of humanitarian education as a holistic and systematic vision of life, environmental thinking (respectful, responsible attitude to nature and the local socio-cultural environment) and education of all participants (tourists, local communities, the state, public organizations, entrepreneurs) of this process. In the future, sustainable tourism will become the basis of the country's economic sphere and its role in society is very important. This is due to the fact that our country has great potential for the development of sustainable tourism. The development of sustainable tourism in Kazakhstan is now in full swing. For the sustainable development of tourism in Kazakhstan, several preconditions must be met. One of the tools to achieve sustainable development is the creation of a system of specially protected natural areas. That is, this permanent system should benefit the protected areas of Kazakhstan. In addition, a sustainable system should allow tourists to conduct ethical recreational activities in protected areas and gain useful information and knowledge about the environment and nature. The next prerequisite is the continentality of the climate. The climate of Kazakhstan allows the development of sustainable tourism in various colors, that is, there are many recreational activities that interest tourists both in summer and in winter. Thirdly, the richness of flora and fauna species, their high abundance, the unique combination of species of different genesis in ecosystems are very attractive for clients interested in scientific tourism and sport hunting. Thus, the development of sustainable tourism in Kazakhstan is beneficial in the socio-cultural direction, as well as in the environmental and economic direction.

### **Materials and Methods**

In this article, the SWOT analysis and the Google questionnaire are considered as methods of study.

#### **1. SWOT analysis**

SWOT analysis is designed to determine the level of current state of sustainable tourism in Kazakhstan and consider ways of its development. The analysis revealed how to develop the country's sustainable tourism potential and how to solve its problems.

<b>S – (strengths)</b>	<b>W – (weaknesses)</b>
<ul style="list-style-type: none"> <li>• Kazakhstan has all the prerequisites for the development of sustainable tourism as a national strategic direction. Because the country is rich in well-preserved natural areas that are most often located far from large cities.</li> <li>• Kazakhstan is recognized as one of the best countries for ecological travel according to Lonely Planet in the nomination "Best Accommodation for Tourists".</li> <li>• The climate of the territory is continental, with a long warm period and snowy, rather cold winters.</li> <li>• Indicators of domestic tourism in Kazakhstan are growing for the second year in a row. This was reported by the press service of “Kazakh Tourism”. According to official</li> </ul>	<ul style="list-style-type: none"> <li>• State regulation of tourism Coordination of policy and planning of tourism development at the national and regional levels;</li> <li>• Providing a legislative and regulatory framework aimed at improving relations in the field of tourism;</li> <li>• Vocational training for tourism, including education and training standards;</li> <li>• Control over tariffs, licensing of tourist organizations, carriers, quality of tourist facilities and service standards;</li> <li>• Creation of the image of the country, establishment of priority measures for marketing and promotion of the Kazakhstani tourism product, including the organization of tourism exhibitions and other events;</li> </ul>

<p>statistics, in the first half of 2022, the number of domestic tourists served by accommodation facilities increased by 26 percent compared to the same period in 2021, amounting to 2.7 million people.</p> <ul style="list-style-type: none"> <li>• At the same time, in the first half of this year, the number of placements amounted to 3831 units. The one-time capacity is almost 200 thousand beds.</li> <li>• The richness of flora and fauna species, their high abundance, the unique combination of species of different genesis in ecosystems is very attractive for clients interested in scientific tourism, sport hunting.</li> <li>• Kazakhstan has three cultural heritage sites and two natural heritage sites inscribed on the UNESCO World Heritage List.</li> </ul>	<ul style="list-style-type: none"> <li>• Creation of favorable conditions for the development of social tourism among various socio-demographic categories and population groups;</li> <li>• Clean water supplies are dwindling, and problems caused by growing waste are piling up.</li> <li>• There is no comprehensive analysis of the state of ecosystems. Including environmental monitoring of the Caspian Sea.</li> </ul>
<b>O – (opportunities)</b>	<b>T – (threats)</b>
<ul style="list-style-type: none"> <li>• Development of tourist destinations.</li> <li>• The creation of a favorable tourist reputation in Kazakhstan is facilitated by the holding of various cultural, sports and tourism events at the international level.</li> <li>• Providing effective state support to industry enterprises introducing new technologies. Thus, by using new technology, turning tourism destinations into sustainable sources of tourism.</li> <li>• The correct set of state policy measures and business stimulation will be developed for the formation of sustainable tourism, with the creation of new jobs and the improvement of the living conditions of local communities.</li> <li>• Land reclamation is needed, which includes the following measures: Creation of areas for recreation and sports, camp sites and others. Preparation of land plots for planting forests and recreating rural areas. Carrying out sanitary and hygienic measures in areas unsuitable for use.</li> </ul>	<ul style="list-style-type: none"> <li>• Decrease in demand for the country's tourist product in the world market;</li> <li>• Deterioration in the quality of personnel training and scientific support;</li> <li>• To date, the theory of the national economy does not consider tourism as a full-fledged branch of the economy and the subject of scientific analysis;</li> <li>• Informing the consumer about the protection and safety during a tourist trip, the low level of services provided to him in terms of safety and quality, along with other goods and services, etc.</li> </ul>

## 2. Google questionnaire

The main purpose of the Google survey is to find out the opinion of our compatriots about the level of development of sustainable tourism in Kazakhstan. The Google survey was made in English and Russian for the convenience of participants.

During the survey, we received answers to questions about places with sustainable tourism potential in the country, in particular, which areas should be given special attention to development. In addition, through the Google questionnaire, we also touched upon the topic of the state national natural parks of Kazakhstan and received proposals for their improvement for tourists from the survey participants.

## Results and their discussion

Taking into account the SWOT analysis we conducted, it can be noted that the Republic of Kazakhstan has all the prerequisites for the development of sustainable tourism as a national strategic direction. The country has a very large opportunity to develop a competitive and profitable sustainable tourism industry due to the fact that the country is rich in well-preserved natural areas, which are most often located away from major cities. In addition, Kazakhstan is recognized as one of the best countries for eco-travel according to Lonely Planet in the nomination "Best Accommodation for Tourists". However, despite the great tourism potential, there are several weak factors hindering the development of tourism in the country. Consequently, special attention is required to develop infrastructure since the geographical position of the country is very advantageous. Moreover, if Kazakhstani sustainable tourism does not develop, this may adversely affect the domestic and foreign economy of the country. Therefore, this SWOT analysis can be a useful tool for considering ways to develop sustainable tourism in Kazakhstan.

According to the Google questionnaire, of the 57 people who took part in this study, 35 (62.5%) were women and 21 (37.5%) were men. In addition, based on the results of the survey, from all economic and geographical regions of Kazakhstan, having gained 43.9% (25), the Southern Kazakhstan region has the highest potential for the development of sustainable tourism. At the same time, the region with the lowest tourism potential, according to the survey participants, is Northern Kazakhstan, which scored 14% (8). The tourism potential for the development of sustainable tourism in the economic and geographical regions of Kazakhstan is shown in Figure 1.

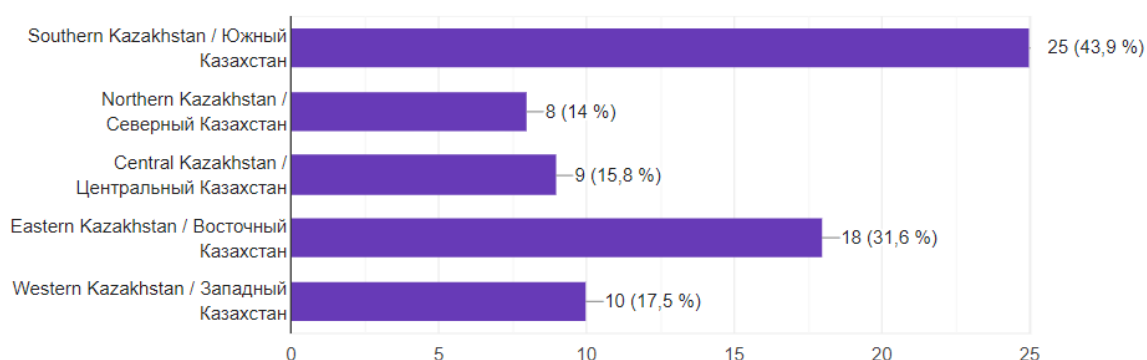


Figure 1. Tourism potential for the development of sustainable tourism in the economic and geographical regions of Kazakhstan

Talking about the regions of Kazakhstan, then the majority of participants which is 28.1% (16) equally voted that it is necessary to develop sustainable tourism in three regions: Almaty region, East Kazakhstan region and Turkestan region.

Moreover, in the course of the study, we found that the most visited state national natural parks in Kazakhstan are the Burabay State National Natural Park 36.8% (21), State National Natural Park Kokshetau 28.1% (16) and Charyn State National Natural Park 24.6% (14). While the least visited are the Sairam-Ugam State National Park with 3.5% and the Zhongar-Alatau, Buyratau and Ulytau State National Natural Parks with 5.3%. Tourist attendance of each state national natural parks of Kazakhstan is shown in Figure 2.

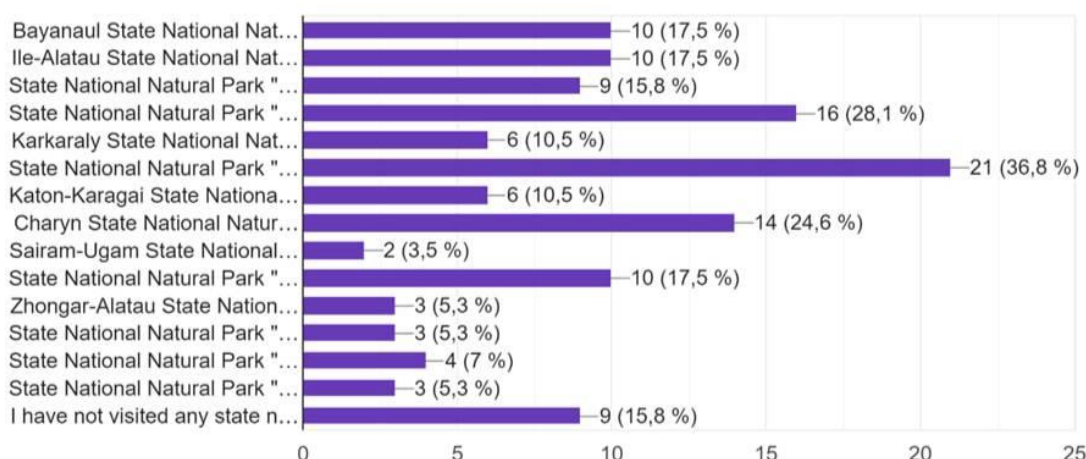


Figure 2. Tourist attendance of each state national natural parks of Kazakhstan

Moreover, it should be noted that survey participants advised the installation of waterless eco-toilets, gazebos for relaxation, drinking fountains, garbage cans and observation decks for the development of sustainable tourism in these state national natural parks. In addition, during the study, it was revealed that it is necessary to create the usual conditions for vacationers in these natural parks. To do this, it is necessary to consider the training of personnel, improve the quality of service, regulate prices, develop infrastructure and make advertisements so that more people are involved in the development and activities of the tourist service.

At the same time, the results of the survey showed that 33.3% (19) of the survey participants visited the Mausoleum of Khoja Ahmed Yasawi, and 28.1% (16) answered that they had not yet visited any UNESCO World Heritage site in Kazakhstan.

## Conclusion

In conclusion, it should be noted that sustainable tourism meets the needs of both tourists visiting natural territories and a local population receiving economic benefits. Ensuring the development of sustainable tourism in Kazakhstan is closely related to the search for optimal ways to use its potential resources, namely natural and climatic resources, the number of qualified personnel, the quality of their training, the number and quality of the necessary information, and the level of technical equipment.

In addition, sustainable tourism can be ensured through the development of ecological tourism, which can be developed both outside the national parks and in specially designated areas of national parks for tourists. Moreover, it is important to note that the tourist potential of historical and cultural heritage allows the republic to harmoniously integrate into the international tourism market and achieve intensive development of tourism in the country. This will ensure a steady growth in employment and incomes of the population, stimulation of the development of industries related to tourism, and an increase in the inflow of investments into the national economy.

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## **DEVELOPMENT OF ECOLOGICAL TOURISM AS A PRIORITY DIRECTION OF TOURISM IN THE REPUBLIC OF KAZAKHSTAN**

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Ecotourism is the fastest growing sector of the tourism industry, accounting for 25% of world tourism. According to the World Tourism Organization, the number of eco-tourists is increasing by 20% annually.

The International Ecotourism Society defines ecotourism as responsible travel to natural areas that conserves the environment, supports the well-being of the local population, and includes sightseeing, outreach and educational activities.

Ecological tourism aims at environmental education of the general population, especially young people who want to deepen their knowledge in the field of ecology. The driving force behind the growing interest in eco-tourism is the steady deterioration of the quality of the environment. The environmental nature of ecotourism lies in the mandatory preservation of the diversity of flora and fauna of recreational areas. To achieve this goal, environmental technologies developed by the practice of ecological tourism, as well as scientific recommendations of fundamental and applied science are used [1].

The development of ecotourism in the world is impressive. According to the International Ecotourism Society, since 2004 the industry has grown at three times the rate of traditional tourism.

According to preliminary estimates, TIES, sustainable tourism that can not harm the environment, over the next six years, may well account for 25% of the global tourism market; at the same time, the turnover of this type of tourism will amount to 473.6 billion US dollars per year. As a result, eco-resorts are expected to thrive, with early-stage investors reaping the highest returns.

The international community is making great efforts to develop ecotourism. Dozens of symposiums and conferences dedicated to ecotourism are held annually. Every year, world congresses are held, bringing together hundreds of travelers and scientists, businessmen and politicians.

Ecotourism has great potential for development in Kazakhstan. The country has boundless territories of virgin nature. Vast steppe and semi-desert zones prevail here, which convey to the visitor a sense of freedom and solitude. You can freely move around the exciting terrain, since in fact there are no barriers in this hospitable country. Mountains and rivers are a valuable addition to the attractiveness of Kazakhstan, as well as the local rural population, which has an innate talent for hospitality.

The goal of the development of ecological tourism in Kazakhstan is to improve the economic condition of remote territories that do not have alternative opportunities for lifting.

The development of ecotourism should contribute to the establishment of harmony between man and nature, accommodating, like a wide cradle, grandeur and beauty. We must understand that