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жүргізілетін іс-шаралардың жүргізілмеуі, сонымен қатар, туристер дұрыс бағытталған, зерттелген тур-маршруттардың жоқтығы десе де болады.

Ең перспективалы және өмірлік маңызды демалыс өңірлерін аумақтық бағалау Шығыс Қазақстанның ерекше қорғалатын табиғи аумақтарын басқаруға ықпал етеді. "Жабайы" туризм бүлінбеген жерлерге теріс әсер етеді, геомұра мен мәдени мұраға зиян келтіреді және дәстүрлі ауылдық өмір салтында жағымсыз мәселелер туғызады. Реттеуші шаралардың болмауы туристер көп келетін кейбір жерлерде туризм мен рекреация секторының тұрақтылығына қауіп төндіруі мүмкін.

Қорытындылай келе, Шығыс Қазақстан облысының табиғи-географиялық орналасуы, туристік ресурстардың жеткіліктілігі өңірде туризмнің танымал әрі сұранысқа ие түрі, экологиялық туризмді ұйымдастыруға әлеуеті жоғары екендігін көрсетіп отыр.

Қолданылған әдебиеттер тізімі

1. Шығыс Қазақстан облысының туристік ақпараттық орталығы ресми сайты. Кіру режимі: <https://visiteast.kz/>
2. ҚР Ұлттық статистика бюросы. Кіру режимі: <https://stat.gov.kz/official/industry/22/statistic/7>
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5. «Атамекен» Қазақстан Республикасының Ұлттық кәсіпкерлер палатасы ресми сайты. Кіру режимі: <https://astana.atameken.kz/kk/news/34250-glavnyj-brend-vostoka-pokoryaet-m>

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ANALYSIS OF THE STATE OF DEVELOPMENT OF RELIGIOUS TOURISM IN THE BEKET-ATA UNDERGROUND MOSQUE OF KAZAKHSTAN

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Since its inception, the Recreational Business Region concept has attracted the attention of scientific and other fields as an important functional area. This research paper is aimed at a brief explanation of the history of the development of the RBR. It is aimed at reflecting the problems that have arisen in relation to the RBR, the underground mosque of Beket-Ata of Kazakhstan. It is rich in historical and cultural resources and local business traditions. However, from the point of view of recreational maintenance of the underground mosque of Beket-Ata, the recreational environment is poorly developed in the RBR. This paper analyzes the problems and shortcomings that currently arise in the RBR of the underground mosque Beket-Ata, which includes additional recreational facilities, the development of historical and cultural tourism products and the historical, cultural significance of the region. The research work examines the modernization of recreational services from the point of view of the development of recreational additional facilities, products of historical and cultural tourism and traditional cultural heritage, is based on the overall sustainable development of the RBR and historical and cultural heritage in achieving harmony of economic, environmental and social development. The formation and development of the RBR stimulated the emergence of new

initiatives in the field of urban development: urban areas offering different types of activities become more competitive, attracting more attention of the population than regions offering the same type of activity.

If we talk about the bilateral benefits of the development of tourism in economic terms and in the direction of the manifestation of the natural, historical, cultural and spiritual appearance of Kazakhstan in other countries, then Mangystau, filled with wonders, can become a real center of tourism.

Beket Ata underground mosque is located on the territory of Oglan in Mangystau region. This religious architectural monument was built in the XVIII century. The beket Ata mosque is considered a sacred place, as is the mausoleum of Khoja Ahmed Yasawi. For two hundred years, people have often come to this place to pay homage to the memory of the Saint.

According to the facts, beket Ata was born in 1750 and was known not only as a healer, seer, but also as a scientist who knew the laws of physics, mathematics, astronomy well. After studying and collecting teachings in Bukhara, he returned to his region and built five mosques. Among the scholars of the local religion, fame grows and he becomes a priest. At the age of the prophet, Beket ata passed away. Beket Ata's body was carved at the foot of one of the rooms in this underground mosque.

The Beket-Ata Mosque is a spiritual, historical and architectural monument not only of Mangystau, but also of the whole of Kazakhstan. Therefore, a person who has come to this region is recommended to visit the underground mosque. The road to the mosque will give you the opportunity to be alone, think and admire the beautiful landscapes of nature. Locals say that there are a lot of argali here.

There is a healing spring in the middle, suitable for thirsty people. The water is salty, cool, quenches thirst. If we say that the development of the tourism industry has a bilateral benefit in the economic aspect and in the promotion of the natural, historical, cultural and spiritual appearance of Kazakhstan to other countries, Mangystau, full of Wonders, has a great potential to become a real center of Tourism.

For both local and foreign tourists, historical and cultural monuments of the Kazakh people, natural architectural sites are attractive.

Mangystau Geopark includes 21 objects. "In particular, the underground mosques "" Sultan-Epe "" and "" Shakpak Ata"", the geological shukyr "" Zhygylgan"", The Canyons and mountains "" Sherkala"", ""Ayrykty"", ""Valley of castles"", ""Kokala"", a number of museums and the historical and cultural complex ""Otpan Tau "" and a number of other objects."

Beket-Ata underground mosque possible problems in the development of RBR – Recreational business region.

However, in Mangistau, work in the field of tourism has not gained momentum at a large scale, but initiative directions have been formed.

A common problem in the planning of this RBA is that it clearly shows the tourist potential and offers ways to improve it. The fact is that the location of sacred places of religious significance, such as Shopan Ata, Oglandy Ata, Kiyu Tam, on the territory of the underground mosque of Beket Ata opens the way for the development of cultural and religious tourism in this area.

1. Since they are located far from the city of Aktau, road transport links are problematic. Providing these places with the necessary infrastructure and creating comfortable conditions for tourists.

2. The availability of online resources that summarize and display information about objects in Mangistau in several languages helps to arouse interest among other nonresident tourists.

3. The ability to create routes to objects in the application " 2gis-Aktau", create opportunities for offline viewing of attractions.

4. It is necessary to provide a clear route. Because domestic travel agencies often try to sell, offer tours aimed at external tourism. Because residents are trying to choose foreign tours due to poor service, lack of tours in the Kazakh language aimed at real domestic tourism, high prices.

According to the estimates of travel companies, today this object is visited by only about 4 thousand tourists a year. They are mostly citizens of the CIS, European countries, China and Japan. In this regard, the UNESCO brand contributes to attracting more foreign tourists. It is estimated that by 2026 the number of tourists will reach 20 thousand. In addition, by this period, the Geopark will employ 800 people.

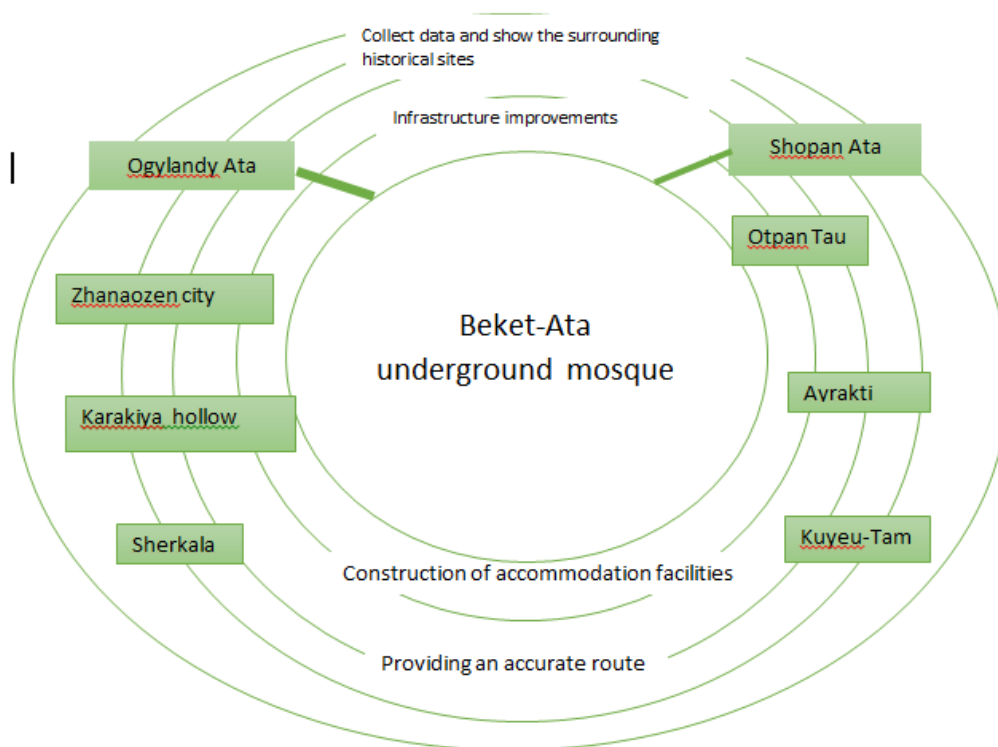


Figure 1. Creation of RBR for objects located underground at Beket Ata

A common problem in the planning of this RBR is that it clearly shows the tourist potential and offers ways to improve it. The fact is that the location of sacred places of religious significance, such as Shopan Ata, Oglyandy Ata, Kuyeu-Tam, on the territory of the underground mosque of Beket Ata opens the way for the development of cultural and religious tourism in this area. But, as we have already mentioned, the presence of online resources that collect information about the objects in several languages helps to arouse interest among other nonresident tourists. At the same time, poor infrastructure, non-compliance of roads with the standard, and most importantly, a small or complete absence of accommodation, alienate tourists.

It is necessary to provide a clear route, as shown in the drawing. It is necessary to build accommodation facilities and create a geopark that will show historical sites. Because domestic travel agencies often try to sell, offer tours aimed at external tourism. Because residents are trying to choose foreign tours due to poor service, lack of tours in the Kazakh language aimed at real domestic tourism, high prices.