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DOMESTIC TOURISM IN KAZAKHSTAN: TRENDS, OPINIONS ON PROBLEMS AND DIFFICULTIES, DEVELOPMENT PROSPECTS

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Domestic tourism in Kazakhstan: trends, opinions on problems and difficulties, development prospects

Abstract. The purpose of the article is to study the state of the tourism industry in Kazakhstan, to show the problems that limit its development and to develop initiatives to achieve the competitiveness of the industry. The following were used: qualitative research method - expert interviews with specialists; quantitative method - statistical analysis of data, conducting a questionnaire survey, interviews with experts on the problems of the industry. Respondents positively assess the programs to support the tourism business. The growth of the competitiveness of the industry is shown; after the pandemic, domestic and inbound tourism indicators have recovered. However, the gross added value created in the tourism industries is quite small. The high cost of domestic travel is a consequence of the lack of competition in the tourism market. Seasonality is a serious limitation of domestic tourism. Most tourist sites are focused on a one-time visit, therefore, the return of tourists is low. A significant part of residents do not travel due to lack of financial opportunity. The relatively low level of income of the population does not allow spending money on travel. It is recommended to allocate more investment, digitalize the industry, create mobile applications for tourist sites.

Keywords: domestic tourism, state, trends, problems, prospects, questionnaire survey, interview.

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Қазақстандағы ішкі туризм: тренденциялар, мәселелер мен қиындықтар туралы пікірлер, даму болашағы

Аңдатпа. Мақаланың мақсаты – Қазақстандағы туристік индустрияның жай-күйін зерделеу, оның дамуын шектейтін мәселелерді көрсету және саланың бәсекеге қабілеттілігіне қол жеткізу бойынша бастамаларды дамытуды қарастырады. Келесі әдістер қолданылды: сапалы зерттеу әдісі – мамандармен сарапшылық сұхбат; сандық әдіс – деректерді статистикалық талдау, сауалнамалар жүргізу, салалық мәселелер бойынша мамандармен сұхбат жүргізу. Респонденттер туристік бизнесті қолдау бағдарламаларына оң баға беруде. Саланың жаһандық бәсекеге қабілеттілігінің өсуі көрсетіледі, ішкі және келу туризмінің көрсеткіштері пандемиядан кейін қалпына келді. Дегенмен, туризм салаларында жасалған жалпы қосылған құн айтарлықтай аз. Ішкі саяхат құнының жоғары болуы туризм нарығында бәсекелестіктің болмауының салдары болып табылады. Маусымдық ішкі туризм үшін елеулі шектегіші болып табылады. Туристік бағыттарға төмен қайтару көрсеткіштері тән: көптеген орындар тек бір реттік келуге бағытталған. Қазақстандықтардың едәуір бөлігі қаржылық мүмкіндіктің жоқтығынан саяхаттамайды. Халық табысының салыстырмалы түрде төмен деңгейі жол жүруге ақша жұмсауға мүмкіндік бермейді. Инвестицияларды көбірек бөлу, саланы цифрландыру, туристік нысандарға арналған мобильді қосымшаларды жасау ұсынылады.

Түйін сөздер: ішкі туризм, жағдайы, тенденциялары, мәселелері, мүмкіндіктері, сауалнама сауалнамасы, сұхбат.

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Внутренний туризм в Казахстане: тенденции, мнения о проблемах и трудностях, перспективы развития

Аннотация. Цель статьи – изучить состояние туристской индустрии Казахстана, показать проблемы, ограничивающие ее развитие и выработать инициативы по достижению конкурентоспособности отрасли. Используются качественный метод исследования – экспертные интервью со специалистами; количественный метод – статистический анализ данных, анкетный опрос, интервью со специалистами о проблемах отрасли. Респонденты позитивно оценивают программы поддержки турбизнеса. Показан рост глобальной конкурентоспособности отрасли, восстановились показатели внутреннего и въездного туризма после пандемии. Однако валовая добавленная стоимость, создаваемая в отраслях туризма, достаточно мала. Высокая стоимость внутренних путешествий

является следствием отсутствия конкуренции на туристском рынке. Сезонность – серьезный ограничитель внутреннего туризма. Большинство туристских объектов ориентировано на разовое посещение, поэтому достаточно низка возвращаемость туристов. Значительная часть казахстанцев не путешествуют из-за отсутствия финансовой возможности. Относительно низкий уровень доходов населения не позволяет тратить деньги на путешествия. Рекомендуется больше выделять инвестиций в отрасль, проводить цифровизацию ее, создавать мобильные приложения по туробъектам.

Ключевые слова: внутренний туризм, состояние, тенденции, проблемы, перспективы, анкетный опрос, интервью.

Introduction. With a vast territory with large reserves of minerals and natural resources, Kazakhstan has every opportunity to develop the tourism industry. The unique geographical position of the country, rich cultural and historical heritage, unique attractions make Kazakhstan an attractive destination for tourists from around the world. With the right use of these advantages, the tourism and hospitality industry can make a significant contribution to the national economy.

Accommodation facilities are considered some of the best in Central Asia: 24 five-star, 71 four-star and 85 three-star hotels. There are 3.6 thousand tourist accommodation facilities in Kazakhstan: hotels (2.1 thousand units), small houses and apartments (1.1 thousand), children's camps (120), specialized holiday homes (84), tourist bases (53) and other types of accommodation. There are 7 low-cost airlines (low-costers) operating in the country [1]. Among the Central Asian states, Kazakhstan is the largest in terms of GDP – 60 % of the region's total (\$261.4 million). Over the past 20 years, the inflow of foreign direct investment into the region has amounted to \$113 billion, of which Kazakhstan received \$68 billion [2]. For a country with a population of 20 million people, this is a good indicator.

The study examined the works of scientists and articles by specialists, analytical reports of international organizations devoted to tourism. In the article "Prospects for the Development of Tourism in Kazakhstan" V.A. Korablyov notes that despite the abundance of various kinds of industry development programs, foreign tourists still do not travel to Kazakhstan, there is still no radical improvement [3]. E.A. Vechkinzova, A.S. Daribekova consider the main problems of the industry that directly affect the dynamics of its development, the results of the foresight of the tourism industry of Kazakhstan are shown [4].

In the book "Recreational development of the regions of Kazakhstan in the context of entering world tourism: theory, strategy and practice" Duisen G.M. considers the ratio of outgoing Kazakhstani tourists and incoming foreigners. Through a point assessment, he determined the tourism and recreational potential of the country, conducted a serious analysis of the statistics of the tourism industry [5].

In the article "Geographical prerequisites for the development of tourism in Kazakhstan" the authors U.

Tokbergenova et al. note that for the development of tourism, the necessary cultural, historical, geographical and climatic conditions are sufficient, there is an opportunity to significantly increase the share of this industry in the country's economy [6].

Kazakhstan's scientists conduct a sufficient amount of research in the tourism industry, the results of which are published in Western journals [7-11]. However, most articles consider tourism as a subject of travel and attraction of tourists, and practically do not cover the internal problems of tourism. The problems of tourism are relevant for academic research and practical use due to the growing interest in travel as society develops, as well as due to the fact that a number of industries that form the tourism sector are mutually dependent on this industry (transport, hotel industry, cafes, restaurants, etc.). That is why the authors chose the analysis of trends in the development of domestic tourism in Kazakhstan as the subject of their research.

The purpose of the article is to study the state of the tourism industry in Kazakhstan, show the problems that limit its development and develop initiatives to achieve the competitiveness of the industry.

Objectives: 1) to examine the dynamics and trends of domestic tourism in Kazakhstan; 2) to study the opinions of domestic and foreign tourists about the industry; 3) to develop proposals for improving domestic tourism in the country.

Materials and methods. First of all, the research methodology was defined, i.e. what methods to use when collecting information, what approaches are needed to study the opinions of tourists, what tools to use when analyzing the data obtained. It was thought out how to collect, analyze and interpret information to achieve the goals set in the article. The main questions that need to be answered are formulated: what problems and difficulties exist on the way to achieving competitiveness of the tourism industry of Kazakhstan, what initiatives will make tourism in Kazakhstan popular.

When interviewing experts, specialists in the field of tourism industry of the Republic of Kazakhstan (tour operators, travel agencies, places of accommodation and food, associations), a qualitative research method was used, i.e. what problems worry the mass consumer of tourism services. Information was also collected

through remote interviews with representatives of travel companies, local authorities in the regions.

The quantitative research method was used in the statistical analysis of the database of the website of the National Bureau of Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan, the Ministry of Tourism and Sports, Kazakh Tourism, DAMU, and the eQonaq analytical module. Data from the collection “Main indicators of tourism development in the Republic of Kazakhstan in 2003-2023” were used. The designs and plans of the State Program for the Development of the Tourism Industry of the Republic of Kazakhstan for 2019-2025, materials of the Concept for the Development of the Tourism Industry of the Republic of Kazakhstan for 2023-2029 were studied. The study used data from the World Tourism Organization (UNWTO), the World Tourism and Travel Council (WTTC) on the global competitiveness of the tourism industry of Kazakhstan.

Primary and secondary data for the study of specific tourism products and innovations in the tourism business could be gleaned from the websites of travel agencies in the country. The authors of the study visited some of them, cooperation was established in the development of educational programs, preparation of projects, holding competitions and Olympiads. Then the collected information was analyzed, the current strategy for the development of the industry was studied, what projects are being implemented, what hinders their effective implementation.

The researchers thought out the tools for collecting data, in this case a questionnaire survey, interviews, conversations with experts about the problems of the industry. As part of the research under the grant of the Rector of the Academy of Sports and Tourism, sample questionnaires were developed: questionnaire №1 to study opinions on domestic tourism; questionnaire №2 on the opinion of foreigners about tourism in Kazakhstan; questionnaire №3 - the opinion of Kazakhstanis on outbound tourism, as well as interview questions. An electronic version of the questionnaires in Excel format was compiled.

A list of organizations for the survey and interview was preliminarily compiled, as well as a list of tour operators and travel agencies with which the Academy maintains relations as employers and cooperates in the development of educational programs. The questionnaire survey was conducted among representatives of a specific target group: the respondents were people with experience of traveling in Kazakhstan. The survey used the Computer-assisted Web Interview (online survey) technique.

The authors had the opportunity to conduct a comparative analysis of the research results, since KTA,

NCE “Atameken”, the company Freedom Finance Global also conduct a study of opinions on domestic tourism, they have qualified specialists. The difference is that the list of questions from these organizations did not fully meet the objectives we set: we were interested in the institutional and economic problems of the industry, the legislative and legal side, the social status and income of tourists from the point of view of whether they can afford a full and decent vacation in their country. Our survey is more focused on taking into account professional opinion.

To assess the reliability of the data, a comparison was made of how much the results we obtained correspond to the objectives and whether they are distorted in relation to the actual state of the industry. The authors observed ethical standards, such as protecting confidentiality in a questionnaire survey, an interview, which was conducted with the consent of the participants. During the survey, it turned out that there is a fairly large category of people who have not traveled even within the country. In the future, the authors intend to deepen the research and find out the reasons why people do not travel.

The authors used the specified research methods to ensure the systematic nature of the industry study process and to substantiate the reliability of the results. The study allowed improving the potential for collecting, analyzing data and statistics related to tourism, applying them to develop tourism products, and improving tourism policy.

Results. Currently, domestic tourism in Kazakhstan is considered a key tool for economic development, foreign exchange inflow, increased employment and strengthening of national identity. The implementation of programs aimed at supporting the tourism industry, improving infrastructure, popularizing historical and cultural monuments and preserving natural parks stimulates growing interest in domestic travel. Understanding the potential and challenges in this area is important for the formation of a sustainable tourism sector that can provide long-term benefits for the economy and society.

According to the World Economic Forum’s Travel and Tourism Development Index in 2023, Kazakhstan ranked 52nd out of 119 countries; in the previous ranking, it ranked 66th out of 117 countries [12]. High scores were received for the following indicators: price competitiveness (2nd place), socio-economic effect of tourism (5), natural (30) and cultural resources (48), as well as human capital and labor market (43), tourism infrastructure and service (47).

It should be noted that after Covid-2019, the number of domestic tourists increased due to a decrease in outbound: 9.6 million in 2023 compared to 6.7

million in 2019 [13, 14]. Inbound tourism began to recover: 9.2 million foreigners entered in 2023 compared to 8.5 million in 2019. Since 2023, the rate of outbound tourism has begun to increase, but the

low quality and high price of domestic services still have an impact. The majority of visitors - 8.1 million people - stayed in hotels and other accommodations (Table 1).

Table 1 – Distribution of visitors by accommodation, thousand people

№	Accommodation	2023
1	Hotels with a restaurant	8139,3
2	Hotels without a restaurant	4126,6
3	One-story bungalows, chalets, cottages, small houses and apartments	937,1
4	Holiday homes	121,8
5	Tourist bases	118,2
6	Children's camps	88,9
7	Campsites	40,3
8	Motels	17,0
9	Boarding houses	16,1
10	Tourist camps	9,3
11	Trailer parks, entertainment towns, hunting and fishing grounds	0,4

Source: [13, 14].

In regional terms, the largest number of trips were made to the Turkestan region - 894 thousand, followed by the Almaty region - 830 thousand. Residents of Astana capital city made 797 thousand trips [1, 15]. In terms of domestic tourism, the most popular are Almaty city (visited by 1.045 million) and Astana (visited by 881 thousand). In 2023, the fewest domestic trips were made to Ulytau (only 28.5 thousand), North Kazakhstan (163.4 thousand) and Atyrau (166.4 thousand) regions.

Revenues from tourism activities make up a significant share of the budget of developed countries. In Kazakhstan, these revenues in 2023 amounted to \$ 1.5 billion, the industry employs 5.2 % of all those working in the economy [15]. Gross added value created in the tourism industries in Kazakhstan's GDP in 2023, amounted to 4.4 %. According to statistics, there were 3914 accommodation facilities in the country, with 83883 rooms. Approximately 70 % are standard rooms and, unfortunately, 14 % are rooms without amenities. The one-time capacity of all rooms is 205.2 thousand beds.

According to a survey by Freedom Finance Global, the average duration of domestic tourist trips in the country is 2.6 nights. The regions whose residents prefer to relax longer are the city of Almaty (4.1 nights), North Kazakhstan (4.1 nights) and East Kazakhstan (4

nights) regions [16]. Our survey revealed the average duration of trips for domestic tourism from three to seven days. During domestic trips, about half of tourists prefer to stay with relatives or friends.

The main purposes of domestic tourism: short-term vacation was indicated by 76.5 %, visiting relatives - 39.2 %, regular trips, business trips - 27.2 % [16]. In our study, we were interested in the types of recreation: beach holidays – 29 %, hiking in the mountains, nature, visiting natural parks – 26 %, visiting attractions, historical sites – 24 %; spa treatment – 15 %, skiing, winter sports – 6 %.

Our survey coincides with the data of Freedom Finance Global in that Kazakhstanis prefer to travel with their family (spouse, children, parents), this was indicated by more than half of the respondents [16]. About 28 % of compatriots prefer to travel with friends and acquaintances, 25 % - with a partner.

The respondents responded positively to various support programs, including information and legal assistance in organizing the tourism business. Buying a last-minute tour as part of an outbound tour is always a financially profitable deal for a tourist. In addition, outbound tourism is attractive due to the provision of installments by second-tier banks. This initiative is borrowed from the sphere of interest-free consumer credit,

when installments are provided from 12 to 24 months. If this innovation of banks and financial organizations is extended to domestic tourism, the industry would receive a powerful impetus for development. Today, the lack of affordable installments/loans for domestic tours limits the flow of domestic tourists.

To the question “How convenient and comfortable was your vacation?” 90 % answered that everything was good, and to the question “How convenient was your vacation with children?” the answers were: everything was good – 65 %, did not like it – 11 %, find it difficult to answer – 24 % (perhaps people vacationed without children or do not have children).

If we talk about the opinion of foreigners about the tourism industry of Kazakhstan, it should be noted that they are attracted to Kazakhstan: beach tourism, hiking in the mountains, nature, visiting natural parks, skiing, winter sports, visiting attractions, historical sites. As disadvantages, they indicate the inaccessibility for family holidays, they offer to form packages according to the pricing policy. To the question “Will you recommend your friends and acquaintances to visit / vacation in Kazakhstan?” – 90 % wrote that they would recommend to friends, because cultural and natural sites are of great interest, and also hospitality, friendliness of people, safety attract tourists.

Researchers were also interested in the opinion of Kazakhstanis why many prefer outbound tourism. Most of the questionnaires were collected on outbound tourism, because until recently the number of outbound tourists was greater than domestic tourists. To the question “Name the countries where you or Kazakhstanis travel most often”, the answers are as follows: 26 % - Turkey, 21 % - UAE, 19 % - Egypt, the distribution for other countries is not very large. The average duration of a vacation abroad is 7 days. The main needs of our compatriots: Beach vacation – 34 %, visiting the country, attractions, historical sites – 29 %, spa treatment – 24 %, hiking in the mountains, nature, visiting natural parks – 13 %.

Interview: “Name the countries from which people most often come to Kazakhstan” - in addition to the CIS countries, Canada, the USA, China, South Korea, Germany, Great Britain, France, Spain, Italy, India, Pakistan, African countries were noted. Tourists are attracted to Kazakhstan by: mountains, canyons, steppe, culture, national cuisine, rural life.

Discussion. Our research coincides with the survey data of other organizations in that the top 3 pressing problems include: poor quality of roads, poor service and maintenance, lack of amenities in tourist locations. In all questionnaires, the survey took into account the age and gender of respondents. It was found that young people indicated the following

problems: long distances, poor development of tourism in some regions, lack of entertainment programs. Older tourists (over 60 years old) indicated a low level of service culture, poor condition of amenities on tourist routes. As direct speech, we can cite the respondents’ statements: expensive, it is easier to fly abroad; high expenses on accommodation and food; bus travel is expensive; domestic flights are expensive; guides and tour guides are expensive; all vacation spots have been sold to private entities.

Today, there is virtually no competition in the domestic tourism market, which leads to high tariffs. As experts note, domestic businesses do not encounter major competitors on popular tourist routes; popularity is ensured by a constant influx of tourists, even with negative reviews from visitors. This situation contributes to the overpricing and maintenance of prices for services without a significant reduction in the number of tourists and improvement in the quality of service. A serious limitation of domestic tourism in Kazakhstan is seasonality. There is a low return of tourists, since most tourist sites are focused on a one-time visit, there are no entertainment programs, no innovative solutions for visitors of different ages, no discounts for repeat visits.

According to the Bureau of National Statistics, when traveling within the country, the first place is occupied by the purchase of various goods (clothing, footwear, souvenirs, gifts, items of certain value: precious metals and stones, antiques, art objects (28.5 %). The second place is occupied by transport services (27.3 %), the third - food (22.3 %). Tourists spend only 12.2 % of their total expenses on accommodation, which is explained by free accommodation with relatives and friends) [1, 16]. In the regional aspect, the most spenders are residents of Almaty (10 %), Astana (9 %) of the total expenses spent by all residents on trips. The top five also includes Turkestan - 8.6 %, Karaganda - 7.6 % and Almaty - 6.7 % regions. Industrial (visiting single-industry towns, abandoned sites), event and gastronomic tourism are not very popular.

Almost 50 % of our respondents note that the majority of Kazakhstan residents do not travel even within the country due to a lack of financial opportunities. Our data confirms research into the tourism industry in Kazakhstan conducted by Freedom Finance Global. When studying the income level of tourists, it turned out that 4.2 % of respondents do not have enough money even for food; 16.5 % have enough money only for food; 35.9 % can easily buy durable goods; 38.8 % have enough money for food and clothing; 2.8 % can afford expensive things [13, 16].

The relatively low income level of the population does not allow spending money on travel. If we compare

domestic tourism expenditure and nominal cash income of citizens in 17 regions of the country, we can see that incomes by region vary significantly (the difference between Atyrau and Turkestan regions is 3.5 times), and domestic tourism expenditure per person is extremely low, except for three regions - Karaganda, Ulytau and Astana [17, 18] (Table 2).

As you can see, the level of nominal cash income is much higher, so why are domestic tourism expenditures low? The fact is that people first and foremost spend on food, clothing, utilities and medical services, children's education, transportation costs, etc., while tourism is most likely in last place on the list of needs, and there is no money left. According to the Bureau of National Statistics of the Republic of Kazakhstan, in 2023, more than 68 % of the population had incomes below the median level (154 thousand tenge per month) [17]. These statistics are confirmed by our survey: 10 % of respondents have an average income of up to 200

thousand tenge, 67 % have an income of 201 to 500 thousand tenge, 9 % have an income of 501 thousand to 1 million tenge, and 14 % have an income of over 1 million tenge. Therefore, we believe that the main problem of the weak development of domestic tourism is the low income of the general population.

Almost three quarters of respondents (73.7 %) consider the amount of 300 thousand tenge to be a normal budget per tourist for domestic trips [16]. Our respondents indicated average expenses for a trip within the country for 5-7 days of up to 200 thousand tenge – 29 % of respondents, 38 % have an income of 201 to 500 thousand tenge, and 33 % have an income of 501 thousand tenge and above. In principle, this is an acceptable level of expenses for trips around the country. However, there are other everyday expenses that are constantly becoming more expensive: prices for food, utilities, medicines, which does not allow for serious savings for investment goods and travel.

Table 2 – Nominal monetary income and expenditure on domestic tourism by region of Kazakhstan

№	Region of Kazakhstan	Domestic tourism expenditure per capita, tenge	Region's rank by domestic tourism expenditure	Nominal monetary income per capita, tenge	Region's rank by nominal monetary income
1	Abay	24265	12	168 246	14
2	Akmola	24677	11	185 806	11
3	Aktobe	31686	6	178 929	12
4	Almaty	20977	17	136 253	17
5	Atyrau	14579	19	353 132	1
6	West Kazakhstan	29185	7	189 745	10
7	Zhambyl	26006	9	139 608	15
8	Zhetisu	28018	8	127 446	18
9	Karaganda	48610	1	213 251	7
10	Kostanay	25686	10	194 325	9
11	Kyzylorda	24214	13	138 026	16
12	Mangistau	38725	4	283 707	3
13	Pavlodar	23554	14	210 765	8
14	North Kazakhstan	21257	15	175 911	13
15	Turkestan	17413	18	103 516	20
16	Ulytau	48365	2	291 600	2
17	East Kazakhstan	36072	5	218 530	6
18	Astana Capital City	47678	3	276 296	4
19	Almaty City	21098	16	276 199	5
20	Shymkent City	12476	20	112 248	19

Source: [17, 18].

Here we should touch upon one aspect. It is necessary to carefully calculate your family budget, plan your travel expenses and think about where to get the missing amount. Unfortunately, most people do not know how to plan their expenses, so they get into debt with microcredit organizations. Analysis shows that it is difficult for domestic tourism to compete with last minute tours to such popular destinations as Thailand or the UAE for 170-190 thousand tenge. In addition, the level of service and vacation conditions abroad are much better, the organization of vacations is well-established.

The question arises: what should be done to develop domestic tourism? The authors recommend a number of innovative solutions for the development of domestic tourism, the development of new types of tourism products: slow tourism, tourism for people with special needs, Digital Nomad. Probably, more investment should be allocated, the industry should be digitalized, mobile applications for tourist facilities should be created. service system. In addition, it is proposed:

- improve the organization of leisure and provide equipment and devices for tourists;
- create innovative ethno-tours to villages, combining them with gastronomic tourism;
- develop tourism products for visiting underdeveloped territories (central and northern regions of the Republic of Kazakhstan);
- promote “ideological” recreation, for example, combine recreation with ideological content of tours (making kumys, shubat, kurt, horseback riding, camel riding, hiking in beautiful natural locations);
- develop new tourism products, for example, glamping (glamping - “glamorous camping”), a format of outdoor recreation that combines the comfort and amenities of a hotel with the atmosphere of a traditional camping.

In recent years, Kazakhstan has managed to achieve tourist recognition and attract foreign tourists, as well as increase the influx of Kazakhstanis into domestic tourism. At the same time, weak marketing and lack of funds to create a positive image of the country in the global tourism market, the level of infrastructure and inadequate quality of service in tourist locations do not allow it to be sufficiently competitive in the industry.

It should be assumed that domestic tourism will develop more actively in the future, but the pace will

depend on the possibilities of financing and taxation of business. In order to attract significant investments, it is necessary to interest investors with preferential taxation, favorable land lease conditions, and the key role belongs to the state. Although the government is taking various support measures, so far, the expectations of citizens are not always met. The existing problems of the industry are difficult to quickly eliminate in order to reduce the degree of consumer dissatisfaction. In this regard, we believe it is necessary to continue in-depth research on the development of effective measures to stimulate the industry and create innovative tourism products.

Conclusions. Tourism in Kazakhstan demonstrates competitiveness due to the growth of the flow of foreign and domestic tourists, an increase in revenue from the tourism business. It is noted that the competitiveness of the tourism industry of Kazakhstan is growing, and state support for the industry is increasing. When considering the dynamics and trends in the development of domestic tourism in Kazakhstan, a lack of competition in the domestic market was established, which leads to high prices for tourism services. In the regional context, tourism is developing mainly in Almaty and Astana. The seasonality of tourist facilities and low return to the location is a problem that must be solved in order to make Kazakhstan popular and recognizable. It was revealed that a powerful influx of vacationers awaits domestic tourism in the event of a significant increase in real incomes of the population. Today, income growth is eaten up by rising consumer prices, inflation and the growth of the tenge exchange rate against major world currencies. For an in-depth analysis and determination of the prospects for the development of the tourism industry, it is recommended to expand the sociological survey of the general population and interviews with specialists. initiatives to achieve the competitiveness of the industry. The authors propose a number of innovative solutions for the development of domestic tourism, the development of new types of tourism products: slow tourism, tourism for people with special needs, Digital Nomad.

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