

REGION TOURISM ECONOMY: MAIN DIRECTIONS AND TRENDS

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ABSTRACT

The subject of the study is the main directions of tourism development in the regions of Kazakhstan in the context of global socio-economic trends and their impact on this segment of the national economy of the Republic of Kazakhstan. The purpose of the study was to identify the essence and content of the tourism economy of the Kazakhstan region with the designation of those opportunities that arise as a result of the influence of global socio-economic trends on the world economy. Accordingly, the main hypothesis of this study is as follows: at present, the regions of many states have additional opportunities to unleash their tourism potential, turn into tourist territories and effectively produce impressions as the main product of this economic activity. This study is based on the analysis of the available scientific literature and statistical information, as well as a number of studies conducted by the author in the framework of scientific and practical activities. In general, the authors conclude that the global situation creates urgent opportunities for the development of the tourism economy in the regions of a particular state and other countries. The results can be used in the work of both subjects of the tourism market and tourism management bodies in regions and municipalities.

Keywords: regional economy, tourism, tourist economy, impression, social system, management, attraction, destination.

Introduction

Currently, tourism is presented to many researchers as a dynamically developing and extremely promising sphere of socio-economic activity. In many countries of the world, including developed ones, the share of the economically active population engaged in tourism already significantly exceeds the similar shares in many traditional sectors of the economy, for example, in mechanical engineering or mining. At the same time, tourism as a type of complex economic activity is inextricably linked with a significant number of other important sectors of the national economy - transport, hotel management, socio-cultural activities, etc. Tourism also has a significant impact on the development of the food and processing industry, as well as agriculture. This aspect opens up a whole layer of new opportunities for employment and socio-economic development of CA regions (1).

Tourism and tourism economy

The concept of tourism is well known to researchers from different fields and scientific schools. Tourism, of course, is a socio-economic activity, since the production and sale of impressions (the basic product of tourism activity) implies remunerative, exchange, employment and profit-related, i.e. economic, relations. The category of tourism has long been introduced into economic theory and practice. In Kazakhstan and other post-Soviet countries, this concept is based on the definition given in the relevant sectoral federal law, which defines tourism as temporary departures (trips) from a permanent place of residence for medical, recreational, educational, leisure, sports, professional, business, religious and other purposes without engaging in tourist activities related to income from sources in the country (place) of temporary stay (2).

This definition, despite some one-sided interpretation, is of significant importance, since it reveals a key production resource in tourism as a socio-economic activity.

Such a complex industrial and socio-economic resource for tourism is the territory, which, in turn, may have a variety of resources of tourist importance. They can be divided, for example, into three main complexes:

- natural (climatic, hydromineral, mountain, water, forest, etc. - Z);
- historical (objects, buildings, structures, memorials, settlements, etc. - Y);
- cultural (events, personalities, images, traditions, rituals, holidays, stories, etc. - X).

Depending on the concentration of various tourist resources in the territory, its potential as a tourist destination, i.e. destination, is determined.

Here it is necessary to separate the concepts of "territory", "region" and "destination". As it seems to us, the territory is a kind of geographically isolated entity. A region is a geographically isolated social and economic system. A destination is a touristically attractive (potentially or actually), geographically isolated social and economic system (3).

It is important to immediately define the concept of the economic potential of a destination, which is extremely important in all socio-economic studies.

Some global socio-economic trends affecting the development of tourism

Currently, it is possible to identify the manifestation of a number of global trends that already have a significant impact on the development of many segments of modern tourism, including in Russian regions.

1. Increasing the share of individual tourism (in developed countries, the share of individual tourists exceeds 50%).

2. Increasing the role of the BRICS countries and emerging markets in the global tourism market (2).

Statistics show an unambiguous trend in the growth of citizens' spending on tourism in the BRICS countries, primarily in China, Russia and Brazil, where growth is measured in double digits, which looks very eloquent against the background of either decline, stagnation, or small growth in the tourist markets of the so-called developed countries, primarily the G7. The main global tourism markets are presented in Table. 1, which clearly shows China's leadership, as well as the fact that Russia, being the sixth economy in the world in terms of GDP, currently represents the fourth world and second European tourist market (3).

Table 1 - Citizens' spending on tourism, as well as the gross domestic product of the countries of the main tourist-sending markets in 2020

The country's place in terms of citizens' spending on tourism	The country is a tourist destination market	The volume of citizens' expenses, billion \$	The country's place in terms of GDP	The volume of GDP, billion \$
1	China	129	2	21 395.4
2	USA	86	1	19 799.7
3	Germany	86	5	3 832.5
4	Great Britain	54	6	2 856.2
5	Russia	53	8	2 690.9

3. "Glocal" - offering a unique (local) product on the global market. That is, this phenomenon is a conjunction of two phenomena – global and local:

$$\text{«Glocal»} = \text{«Global»} \cap \text{«Local»}. \quad (4)$$

This trend indicates the increasing attractiveness of local authenticity for tourists on the global market, who are already beginning to get fed up with offers made in the framework of mass production and are interested in unique, inimitable, original impressions.

"Glocal", among other things, includes unique gastronomy and local culture of distinctive regions, which, with appropriate promotion, may be interesting on the global market (5).

4. The growth of the weekend or long weekend tourism segment, as well as "impulse" tourism ("woke up and went"), which poses new challenges for tourist territories and

Russian regions, including ensuring all-season availability, transport accessibility and adaptability to the needs of various market audiences.

5. Environmental friendliness of tourism and recreation.
6. Recreational (providing not only rest, but also partial restoration of physical health and psychological balance) nature of tourism (6).
7. The multicomplex nature of the tourist product.

This trend seems to be extremely relevant, since it clearly indicates that the tourist impression is formed from several sources. The impression becomes, at least, a three-dimensional phenomenon in which each of the axes in the coordinate system plays a necessary (though not always sufficient) role.

As mentioned above, when determining the tourist potential of the territory, three variables can be designated – X, Y and Z, which reveal the corresponding elements of the tourist impression as a social system (7).

Let's consider this system on the example of "Glocal" -gastronomy in the post-Soviet region. In this case, the tourist product (A) or the tourist impression (A) from visiting this tourist area will be determined by mathematical or logical functions:

$$A=f(x,y,z) \quad (2)$$

$$A=OB \cap OC \cap OD \quad (5)$$

where x or OS is the binding to this territory: the way of life, traditions, customs, rituals, local culture, peculiarities of the population living in this tourist territory;

y or OD – the global nature of the offer, taking into account the requests of various target audiences, as well as a product "based on real events";

z or OB – the authenticity of food products related to climate and landshift and produced in the conditions of this particular area.

Impressions from visiting a particular destination, in any case, will consist of the three-dimensionality of the proposed comprehensive tourist product. At the same time, we are not talking about the fact that the trip is based on the passage of a tourist to the object of visit and his stay in places of temporary residence, which from the point of view of the tourist business are mandatory basic conditions. The multicomplexity of a tourist product is primarily associated with the need for a "volumetric", multidimensional representation of the attractiveness of a particular tourist destination to a tourist (8).

Tourism in urban and rural areas

Considering the peculiarities of tourism development in the region, it is necessary to separate tourist activities carried out in urban and rural areas. This feature is associated with several fundamental circumstances.

1. The impression as the main product of tourist activity, which is produced and sold within the framework of economic relations in the tourist market in urban and rural areas, is created through various basic aspects of attractiveness, respectively. If for a tourist focused on recreation in rural areas, priority is given, for example, environmental friendliness of the area and healthy nutrition, then for a tourist in urban conditions, the impression is created, as a rule, through orientation to cultural tourism, increasing the role of attractions, the presence of attractive objects of the urban environment, etc.

2. Tourism in rural areas and tourism in urban areas are organized in slightly different semantic planes. Rural tourism arises on the basis of the conjunction of geography and culture (OB o OC), i.e. aspects of the traditional rural cultural way of life, tied to a specific territory, its climate or natural attractiveness, are of value to the tourist (9). Accordingly, urban tourism exists primarily on the XOY plane, i.e. through the conjunction of history and culture (OD O OC), when a tourist first of all pays attention to historical features (monuments and events) within the cultural context characteristic of a given territory (10).

3. Economic activity, i.e. paid provision of services and profit production, in tourism is carried out through a number of main production areas, namely:

- activities of travel operators and travel agencies;
- provision of transportation and other transport services (international, intercity, intercity, local, etc.);
- organization of accommodation of tourists in the appropriate accommodation facilities;
- recreational activities;
- sightseeing activities;
- catering;
- sale of souvenirs;
- activities of cultural institutions and other leisure activities;
- educational and educational activities;
- insurance and other related activities.

Each of the designated areas forms its part in the complex of the tourist product as a social system. Accordingly, the income from tourism activities for tourism organizations and the region also consists of various components. At the same time, part of the income from tourism to a particular region may already remain outside the region at the initial stage of production activity. These types of activities include, as a rule, the activities of travel operators and travel agencies, intercity transportation, insurance. Thus, the main sources of income for the region receiving tourists are such areas of activity as accommodation, meals, excursion services, souvenir sales and cultural leisure activities (11).

The economy of tourism, i.e., in this case, the main income around tourism activities in urban and rural areas is carried out in various tourism-related activities. In rural areas, the region earns, as a rule, on the accommodation of tourists and their meals, which is usually accompanied by exclusive offers (ecology, authentic cuisine, the opportunity to take part in cooking or performing other rituals or traditional household activities for the territory). In urban areas, economic activity in the region around incoming tourism is carried out not so much through accommodation and meals (which is also important and necessary), but, above all, through offering tourists to take part in cultural events and visit attractions, which brings income to developed tourist regions that exceeds the income from accommodation and meals for tourists.

Diversification of sources of income from tourism activities is an important part of managing these aspects in the region. To create an opportunity, as experts in the tourism industry say, to "leave money" not only in a hotel and restaurant is a basic factor in realizing the tourist potential of the region and increasing its tourist attractiveness.

Attractions as points of attraction in the region

Attention is the main energy resource in tourism activities. It is attention that allows you to activate tourist resources in the region and creates conditions for economic activity in the field of tourism.

Attracting attention is a basic activity both in the field of tourism management in the region and in the tourism business.

Attracting attention is carried out by a variety of methods, which is well studied in modern marketing (12). However, any marketing activity should be based on some potential attractiveness of the product promoted by marketers. In this case, a destination, or a tourist territory, as well as positive impressions that may arise from a tourist visiting this territory, are no exception and represent a potentially attractive product that requires its promotion.

The basis of the potential attractiveness of the region, which claims to be a tourist flow, are attractions.

An attraction is treated as an object in a particular territory (there are no abstract attractions or attractions at all), which has significant distinctive features in its class of objects, which is why this object may be worthy of the attention of specialists or the general public (tourists, for example).

There are several types of characteristic attractions.

1. A witness of an event or a contemporary of an individual. In this case, we mean a material, inanimate witness - a mansion, an apartment, a park or a separate plant, etc.

2. Landscape, geological, climatic or other geographical feature, which, as a rule, is associated either with the natural features of the territory, or with one or another nature-related human activity.
3. Collection of artifacts (for example, a classical museum). Historical ensembles may also belong to this type.
4. An architectural, urban planning or design masterpiece associated with the construction of a particular territory.
5. Operating cultural institution (theater, concert hall, gallery, workshop, workshop, etc.).
6. Place of sacred values (temple, religious building, etc.).
7. Intangible cultural heritage (ritual, cuisine, dialect, etc.).
8. Public space (streets, squares, parks, restaurants, shopping malls, etc.).
9. Urban or rural tradition, tied to a place (certain social rules, rituals, ceremonies, etc.).
10. Production sites (factories, farms, offices of famous people, etc.).
11. Universities.
12. Festivals "tied" to a particular territory, the holding of which is permanent (i.e. from year to year at the same time).
13. Attractions, theme parks, etc.
14. Street art, i.e. objects, as a rule, of contemporary art, located in cities or in rural settlements in public space.

The unique ethnic groups of certain territories are the most complex and at the same time one of the most attractive aspects of modern tourist regions. In this case, we are talking not so much about the preserved relic tribes or closed communities (some groups of small ethnic groups of Kazakhstan, for example), but rather about our contemporaries, whose lives are of particular interest to potential tourists. This type usually includes famous people - cultural figures, athletes, military leaders, etc. (12)

There are many examples that reveal the features of certain attractions in the Russian regions, to which a significant number of both official and unofficial guides to the regions of Kazakhstan have been devoted in recent years. As an interesting example, we will further consider the tourism potential of southern Kazakhstan.

The concept of tourism in rural areas

Rural tourism, or, to be more precise, tourism in rural areas, also seems to be an important segment of the large tourist economy.

The main distinguishing feature or feature of tourism in rural areas is getting the impression of visiting rural areas. At the same time , tourist attraction can be carried out in two main directions:

1) Basic tourism in rural areas, i.e. visiting rural tourist sites in a given rural area, namely:

objects associated with agriculture and the agro-industrial complex (farm land, agro, etc.);

objects associated with the existing rural way of life (home, public space in the graying); participation in the production or leisure activities and, in addition, living in rural conditions, introduction to rural life, participation in cooking, the manufacture of household items, seasonal work, etc.;

objects associated with rural traditions and cultural heritage, including folk art and folk art fishing - Lamy (religious buildings, monuments and other rural landmarks); participation in ceremonies, rituals, cultural and historical celebrations, including food festivals and fairs, holidays national calendar, etc.;

2) Collateral tourism in rural areas, i.e. the visiting tourist sites, due to various reasons, located in the countryside but not directly related to agriculture or rural life:

visiting historical sites located at the present time in the countryside (ancient settlements, estates, cultural monuments, etc.);

visiting landscape attractions - national parks and other natural objects located in this rural area;

ecotourism is visiting destinations with an attractive level of ecological characteristics located in a given rural area.

It is obvious that the tourist attractiveness of the rural area is provided by both the basic and related segments of the tourist market. Moreover, the multidirectional nature of the tourist offers of rural areas provides for the expansion of the economic opportunities of the region and the attraction of tourists from various, often unrelated target audiences to this territory (5).

Opportunities for tourism development in the southern regions in the context of global socio-economic trends (13). It should be noted that the global trends outlined above clearly create prerequisites for the diversification of the tourism economy of the Russian regions, which makes it possible to form new opportunities for economic growth and ensuring the quality of life in the relevant regional socio-economic systems. Let's consider the connection of the noted global socio-economic trends in tourism with new opportunities for the tourist development of regional economies.

Let's consider the connection of the noted global socio-economic trends in tourism with new opportunities for the tourist development of regional economies.

1. The growing importance of individual tourism, in principle, plays into the hands of the tourist development of Russian regions, since most of the domestic tourist destinations are not included in the tourist products offered on the market. Thus, using, for example, SMM (social media marketing) technologies, it is possible to effectively position attractive tourist offers of Russian regions (14).

2-3. The increasing importance of the tourist markets of the countries of Central Asia and the Eurasian Economic Union, of course, exacerbates competition in the global market of tourist products. However, this problem, combined with the trend of increasing attractiveness of "glocal" phenomena, turns for Russian regions, to a greater extent, into an opportunity, rather than a contradiction. Many Russian regions are not just unique, but also diverse in tourist attractions and tourist offers, especially when there are dozens of megaregions of Kazakhstan that are very different from each other, which is very appreciated in the modern tourist market.

4-5. The environmental friendliness and recreational nature of tourism also directly affect the tourist attractiveness of Russian tourist territories, since due to the vastness it is in Russian regions that it is possible to create the necessary conditions for recreation and temporary stay in ecologically clean areas (15).

6. The need to ensure the multidimensionality of the tourist offer poses management tasks of a higher level to any Kazakh tourist destination. The tourist territory must meet the ever-increasing requirements of potential tourists to the quality of the tourist offer, its complexity and attractiveness.

The identified aspects can be summarized in the classical SWOT analysis matrix, which will not only once again identify the identified opportunities, but also focus on problem areas and weaknesses (Table 2).

Table 2 - SWOT analysis of tourism development of Russian regions in the context of global socio-economic trends in tourism

Areas of analysis	Opportunities – an increase in the share of individual tourism, an increase in the attractiveness of "glocal", an increase in the popularity of ecological, wellness and impulse tourism, etc.	Threats—increased competition in the global tourism market
Strengths: availability of environmentally friendly places, authenticity, variety of offers, etc.	Bringing attractive offers from a variety of Russian regions unique to the tourism market to the global tourism market	Using the features of Kazakhstan's regions associated with the presence of large spaces, a variety of impressions, different cultures, ways of life and attractions
Weaknesses: - weak brand, -small integration into the global travel industry, - a small number of multidimensional tourism products, - infrastructure issues	Orientation is not on organized, but on individual tourism with the offer of individual SMM tours and "flexible" tourist products in the regions	By increasing attention to the tourism potential of the regions by attracting investments to create products, infrastructure development, etc.

In this analysis, we did not consider such factors influencing the increase in the attractiveness of domestic tourism as sanctions and devaluation of the ruble due to the fact that at present it is still impossible to assess the strategic significance of the impact of these aspects (16).

According to the results of the first nine months of 2021, 8.2 million Kazakhstanis visited foreign countries as tourists. In comparison with the same period of 2020, the indicator decreased slightly — by 0.1%. Domestic tourism, on the contrary, immediately increased by 9.8% to 5.1 million people. That is, every third Kazakhstani tourist in 2019 rested inside the country (17).

In turn, the tourist flow from abroad to Kazakhstan after the International Exhibition "EXPO-2017" overcame the limit of 6 million tourists per year. As a result, 6.4 million foreign tourists visited Kazakhstan in the first nine months of 2021. In comparison with the same period of 2018, the indicator decreased by 5.4%, but, nevertheless, remained above the average annual value for the last five years by 650 thousand tourists (17).

Conclusion

The development of the tourism industry contributes to strengthening interstate ties and culture, increasing the inflow of foreign currency, increasing the balance of payments, stimulating exports of goods and services, increasing employment, construction and reconstruction of infrastructure facilities, as well as accelerating the diversification of economic sectors. As a result, about 200 thousand new jobs will be created in Kazakhstan, including 72 thousand permanent, and the net profit from tourism activities for all interested parties — the state, business and employees - will increase to 200 billion tenge per year (at the moment, the profitability is about 118 billion tenge).

Having analyzed the current state of development of the tourism industry, it is possible to propose a number of measures of state support aimed at improving and developing tourism activities in the Republic of Kazakhstan, the main of which include:

- development of the infrastructure of the tourist services market;
- improving the quality of tourism products and education in tourism;
- improvement of the mechanism of regulatory regulation of the tourist services market;
- preservation of cultural and historical monuments;
- improving the management of tourism business development;
- improvement of the material and technical base;
- development of international cooperation.

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