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S.V. Bepaliy<sup>1\*</sup>, U.R. Kurnosova<sup>1</sup>

<sup>1</sup>Innovative University of Eurasia, Kazakhstan

\*(e-mail: sergeybesp@mail.ru)

### Specifics of management in tourism of Pavlodar region

#### Abstract

*Main problem:* for the 2019-2021 years of the implementation of the state program, the indicator for the number of incoming visitors in the tourism sector of the region was achieved in 2019. In 2020-2021, the indicator was not reached due to the global pandemic associated with the spread of coronavirus infection by Covid-19, and therefore the attractiveness and profitability of tourism in Kazakhstan decreased. Tourism and the increasing demand for tourism services every year are becoming a source of large incomes and profits in many countries. According to the World Travel and Tourism Council (WTTC), travel and tourism is currently the largest industry in the world, taking into account the contribution to global GDP and employment. [1] The conclusions made in this paper and practical recommendations can contribute to the development of measures to improve the process of effective management and reform of the tourism industry.

*The purpose:* to study the theoretical and practical aspects of the development of the tourism industry in the Pavlodar region.

*Methods:* in the course of the research, the following methods were used: theoretical analysis of literature, methods of ranking, analysis, grouping and systematization of data, statistical methods.

*Results and their value:* currently, the tourism industry of both Kazakhstan and its regions is gradually beginning to develop. The article presents the result of assessing the attractiveness of the tourism market and shows ways to expand the industry, as well as reveals the specifics of management in the tourism sector. The formulated conclusions and practical recommendations can contribute to the development of measures to improve the process of effective management and reform of the tourism industry of Pavlodar region, as well as the development of a mechanism for using tourism potential in the socio-economic development of Kazakhstan.

This study is relevant, since the main task for today is the need to study the problems and challenges in the field of tourism development, which will contribute to the development of other related industries in the Republic of Kazakhstan. The development and solution of the problems of the tourism industry itself will undoubtedly lead to an increase in the opportunities of this market and the demand for services and, as a result, will affect the development of economic indicators of both regions and the whole of Kazakhstan.

*Keywords:* tourism, tourism activity, management, tourism market, domestic tourism, external tourism, marketing research.

#### Introduction

Having a huge tourist and recreational potential, on which potentially attractive tourist zones are located, tourism in Kazakhstan is characterized by an insufficient level of development. The share of tourism in GDP is 2 %. Kazakhstan has all the prospects to increase the intensity of its development in the country to ensure employment growth and create an attractive investment climate for foreign and domestic investors. The development of tourism in Kazakhstan, the increasing role of consumers in the formation of demand for specific services, both in quantity and quality objectively put forward new requirements. Research in the field of tourism shows that almost all spheres of life and all sectors of the economy face new challenges of changes and modifications in the context of the global development trend. Tourism in Kazakhstan is no exception. In these conditions, as a response to the challenges facing the world in this area today, it is important to note the concept of tourism development in Kazakhstan.

#### Materials and methods

In the course of the research, the following methods were used: theoretical analysis of literature, methods of ranking, analysis, grouping and systematization of data, statistical methods. The materials are modern sources: textbooks, periodicals, and statistical data of the State Institution “Department for Tourism and Sports Development of Pavlodar Region”, the results of the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan, etc.

#### Results

Tourism ranks 3<sup>rd</sup> in the world in terms of profitability after oil and automobile exports. The tourism industry is one of the most dynamically developing forms in international trade in services. In many countries, tourism plays a significant role in the formation of gross domestic product, the creation of additional jobs and employment, and the activation of the foreign trade balance.

With more than one billion tourists traveling to international destinations every year, tourism has become the leading sector of the economy, accounting for 9,8 % of global GDP and 7 % of all global exports.

According to the World Tourism Organization, more than 1.087 billion foreign tourists were registered in 2020, and the income from foreign tourism amounted to 1075 billion US dollars. The contribution of travel and tourism to the gross domestic product (GDP) is expected to reach 10,8 % by the end of 2026. Representing not only economic power, these figures illustrate the enormous potential of tourism to address some of the world's most pressing challenges, including socio-economic growth and inclusive development.

Developing countries are becoming important players and are increasingly aware of their economic potential. Once virtually excluded from the tourism industry, the developing world has now become its main growth region. These countries mainly rely on tourism for their foreign exchange reserves. For the forty poorest countries in the world, tourism is the second most important source of foreign currency after oil.

The importance of inbound tourism has increased exponentially due to its growing contribution to economic growth in the long term. It promotes economic growth by increasing foreign exchange reserves, stimulating investment in new infrastructure, human capital and increased competition, promoting industrial development, creating jobs and, consequently, increasing income, inbound tourism, and also creates positive externalities and, finally, as the economy grows, it can be argued that GDP growth can lead to a further increase in international tourism.

The importance of growth and development and their determinants has been extensively studied in both developed and developing countries. The importance of tourism has increased exponentially due to its many advantages in the form of employment, foreign exchange production, household income and government income due to multiplier effects, improved balance of payments and the growing number of government policies promoting tourism.

The phenomenon of tourism, which has been transformed into a mass-level product from the concept of a leisure class embracing the quality of modern living environment, has witnessed promising growth despite natural declines due to natural or man-made shocks and market uncertainty around the world. However, travel restrictions due to COVID have caused unprecedented damage to global tourism, reducing the number of international arrivals in 2020 by 74 %, with an estimated loss of \$1,3 trillion and the risk to 100 and 120 million jobs in the tourism sector.

Analyzing the general target indicators in the tourism industry of Kazakhstan and the number of incoming visitors in 2019, the number of incoming visitors amounted to 8.5 million people, which is more than the planned figure (7,9 million people) by 107,6 % or 0.6 million people. In 2019, Kazakhstan was visited by representatives of about 125 countries of the world. Historically, the main share falls on the CIS countries, in particular, it is necessary to note visitors from neighboring countries Uzbekistan, Kyrgyzstan and the Russian Federation, whose share of the total number of visitors amounted to more than 80% by the end of 2019. In general, tourists from China, India, Turkey, Mongolia, the USA, Germany, Poland, France and South Korea visit the country in greater numbers from countries outside the CIS [1].

By the end of 2020, the number of incoming visitors amounted to 2,0 million people, which is 75,3 % lower than planned. In the reporting year 2021, 1,3 million visitors entered the country, the non-achievement of the indicator was 84,3 %.

The reason for the non-achievement in 2020-2021 is the global pandemic associated with Covid-19. So, on March 11, 2020, WHO announced a pandemic due to the spread of coronavirus infection. In this regard, most countries of the world have closed their borders and international flights have been suspended. In order to ensure the safety of citizens of the country, visa-free entry to citizens of 57 countries has been suspended, and a 72-hour visa-free regime is in effect for citizens of China and India. From January 1, 2022 the visa-free regime of entry to Kazakhstan has been restored for foreign citizens of 57 countries, including citizens of the Kingdom of the Netherlands.

Analyzing the number of incoming tourists, it was revealed that by the end of 2019, the indicator was exceeded by 9 % or 79,8 thousand incoming tourists. The growth of the indicator in comparison with 2018 was recorded throughout Kazakhstan, with the exception of Atyrau, Kyzylorda and Mangistau regions.

In 2019, participation in 5 international exhibitions in target markets and the organization of a Kazakhstan stand was ensured: the International Tourism Exhibition SITIF 2019 in Seoul (Korea), the International Tourism Exhibition MATTA Fair 2019 in Kuala Lumpur (Malaysia), the International Chinese Exhibition of Imported Goods and Services CIIE 2019 in Shanghai (China), International Tourism Exhibition CITM 2019 in Kunming (China), International Tourism Exhibition TT Warsaw in Warsaw (Poland).

However, the announcement of the WHO pandemic associated with the spread of coronavirus infection has made its own adjustments to the development of travel by tourists around the world. In 2020 and 2021, the achievement of the indicator was 30 % and 36,4 %, respectively [2].

Over the years of independence, the tourism sector of Kazakhstan has undergone many changes. Thus, a number of legislative acts and program documents regulating tourism activities were adopted, which had a positive impact not only on the development of the industry itself, but also had a positive effect on the international image of the country.

Until recently, outbound tourism was most developed in Kazakhstan, citizens of Kazakhstan preferred to travel abroad rather than travel within the country. The most popular air destinations from Kazakhstan in 2015-2016 were Moscow, St. Petersburg, Istanbul, Tashkent and Seoul, however, the devaluation of the national currency and the general drop in household incomes in 2014 contributed to a drop in the share of outbound

tourism by an average of 60 % by the end of 2016. According to estimates of travel companies over the past two years, Kazakhstanis have begun to prefer holidays in their native country to holidays abroad.

According to official data of the Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan, the number of visitors served by domestic tourism placements increased from 3,1 million in 2019 to 3,5 million in 2021 (Figure 1).

Thus, the most active residents of the country visit Astana and Almaty – 15 % and 13 %, respectively, of the total number of the serviced population (by the end of 2021). The third most popular region is the East Kazakhstan region – 12,5 %, which is due to the growing popularity of medical tourism and the availability of certain natural resources in the region.

The Pavlodar region is not such a popular region for recreation in Kazakhstan – only 3 % of the total number of residents served by the results of 2019-2021. Meanwhile, tourism has a direct and indirect (stimulating) impact on related sectors of the economy, due to the growth in sales of local producers.

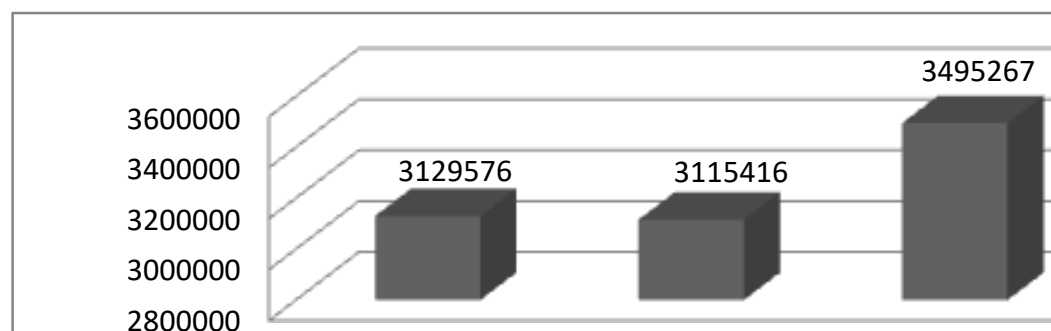


Figure 1 – The number of tourists within the country who received service by travel companies, people

Pavlodar region is located on the bank of the Irtysh, the largest river in Kazakhstan. The region is located in the north-east of the Republic of Kazakhstan and borders in the north with Omsk, in the north-east with Novosibirsk, in the east with the Altai Territory of the Russian Federation, in the south with East Kazakhstan and Karaganda regions, in the west with Akmola and North Kazakhstan regions of Kazakhstan [3].

Pavlodar region belongs to the number of regions of Kazakhstan with the richest historical, cultural and natural potential, which is an integral joint creation of man and nature. The regional center is the city of Pavlodar, an ancient city that appeared in the early 18th century as one of the outposts of the Irtysh military line. Currently, there are 802 immovable monuments of history, archeology, architecture and monumental art in the region, of which 316 are included in the list of objects protected by the state. Many buildings, structures and places of interest associated with various events in the history of the country and the region, the struggle for independence, the history of the revolutionary movement, the development of science and art, the activities of outstanding people have been preserved in the region.

In general, Pavlodar region has a good potential for tourism development due to natural resources, developed industry and the presence of unique cultural monuments. But in the region there is a problem of weak management in the tourism sector, as well as a strong bias in the development of infrastructure between cities and districts of the region, despite the fact that it is in the districts of the region that the most attractive tourist facilities are located.

Tourism as a capital-intensive area requires capital attraction. The more monuments, cultural and natural values there are in the region, the more services of a certain quality can be offered to tourists, the longer they stay here. From the point of view of economic efficiency, such a vacation is the most profitable for the region than tourists arriving in cities for two or three days. Therefore, one of the problems is to expand the range of features and attractions of the settlement: reconstruction and repair of old buildings of local style and high-quality construction of new ones, landscaping, development of a network of hotels, restaurants with different national cuisines, expansion of the entertainment industry, including holidays, festivals, concerts, exhibitions, etc.

Special attention should be paid to the reconstruction and development of the transport system. In particular, highways and roadside service stations, recreation areas, etc. Often, the prices for transport services provided in the region do not correspond to the quality of these services; this is primarily due to the absence of any access roads and highways, which leads to rapid deterioration of transport.

The hotel industry is currently developing quite actively, so in the Lebyazhinsky district in 2014 a comfortable holiday home was built that meets high standards, aimed primarily at enthusiasts, but often the level and quality of service in the hotel complexes of the Pavlodar region remains at a low level.

There is a problem of small involvement of tourism companies and firms themselves in the process of creating the overall attractiveness of the Pavlodar region for tourists. For example, the Sayat-Pavlodar company offers trips every Sunday for the summer period to Bayanaul district, and the 5-star company organizes group trips to the Moraldy recreation area, but representatives of small and medium-sized businesses are not interested in creating fundamentally new and interesting routes.

It is also worth mentioning about the small percentage of highly qualified guides who have complete information about the main cultural monuments of the region, its history, traditions, and the low level of training of new specialists. Only in 2016, in connection with the preparation for the international exhibition “Expo-2017” to be held in Astana and the possible influx of foreign tourists to the region, the Department for Tourism and Sports Development of Pavlodar Region organized several training courses for guides in three languages.

In addition, there is the problem of poor development of all kinds of animation activities. The majority of tourists in the CIS countries, in particular in Kazakhstan, travel with their families. For tourists coming with families, it is advisable to develop a separate animation program for children and adult family members, since there are different interests in different age categories.

For tourists from distant regions, such as the West Kazakhstan region, the issue of transport provision between the regions is very acute. For example, Air Astana, which is practically a monopolist in the air travel market, does not offer flights on the Atyrau-Pavlodar, Aktau-Pavlodar routes, and prices for flights on the Atyrau-Astana and Aktau-Astana routes range from 44 to 52 thousand tenge. Travel by rail for such tourists is cheaper, on average 18 thousand tenge, but the average travel time reaches two days [4].

The analysis made it possible to conclude that in order to create an attractive tourist product in the Pavlodar region it is advisable to solve the following problems:

- formation and development of external communications in the locations of tourist resources;
- development of transport communications;
- involvement of tourism companies in the process of forming the tourist attractiveness of the Pavlodar region;
- providing adequate information support on Internet resources about interesting and attractive objects of the region;
- providing access for tourist companies that are representatives of small and medium-sized businesses to tourist exhibitions, both regional and republican levels;
- consideration of the possibility of creating and expanding the regulatory framework for the tourism sector.
- professional development of tourist staff.

According to the Department of Entrepreneurship and Industrial and Innovative Development of Pavlodar region, the main task of the region in the field of tourism is the development of domestic and inbound tourism, as well as creating favorable conditions for the development of the tourism industry and taking measures to ensure the quality of the tourist product of the region.

The Akimat of the region together with the NAO “Toraighyrov University” has developed a concept for the development of tourism in the Pavlodar region until 2025. The main purpose of which is the transition to a year-round mode of operation.

According to the developed Concept, eco-, ethno-, health-improving and sacred tourism have become priority types.

Tourist sites of the Pavlodar region are represented by the Bayanaul resort area, several salt lakes, the Shaldai pine forest and the Irtysh River. There are 123 places of accommodation in the region with a one-time capacity of 8610 beds [5].

### **Discussion**

*Analysis of tourism development in Pavlodar region.* In the Bayanaul resort area, which is included in the top 10 priority tourist territories of the Tourist Map, there are lakes Zhasybai, Toraigy, Sabyndykol and Birzhankol, as well as the Myrzashoky ski complex. In the summer season of 2022, 46 holiday homes functioned here, where up to 4640 people could rest at a time. Three of them were opened this year – “Terrace” with 44 seats, “Zhasybai Vilage” with 40 seats and IP “Kozhin” with 30 seats.

#### **Sabandykol Lake:**

There are four recreation areas near the salt lake Maraldy, where there are 22 places in total. In the Shaldai forest, the guest house “Aragai Alany” with 20 seats is at the service of tourists. The recreation area “Sunny” is located in the rural area of the city of Ekibastuz. There are many day-stay recreation areas on the coast of the Irtysh River.

In the Pavlodar region, work is underway on an ongoing basis to improve the infrastructure of tourist facilities. In 2020-2021, beaches on the lakes Zhasybai, Toraigy and Sabyndykol were landscaped in the Bayanaul resort area, 10 sanitary and hygienic units, 10 shower cabins were installed, information stands with a map of the territory were installed at two checkpoints of the national park.

Lake Zhasybai, Bayanaul National Park. Work has been carried out on the summer maintenance of 15 kilometers of road at the entrance to Lake Zhasybai and 12.4 kilometers of the highway of regional significance Zhasybai – Toraigy.

A project has been prepared to install modular toilets on the territory of the mausoleum of Mashkhar Zhusup Kopeev in Bayanaul district. Currently, wells have been drilled and the foundations have been prepared. To improve the quality of the Internet and cellular signal, towers have been installed in the villages of Karazhar and Toraigy in Bayanaul district. In the village of Mashkhar Zhusup, the operator issued a land plot measuring 15 by 15 meters to accommodate an antenna-mast structure with a height of 30 meters.

In order to develop the village of Karazhar, the akimat of Bayanaul district for 2022 provided funds for

the preparation of technical documentation in the amount of 5 million 980 thousand tenge: for the development of a PSD for the average repair of 2.4 kilometers of intra-village roads of the village of Karazhar and the development of a PSD for the average repair of four kilometers of the access road to the Myrzashoky ski base, for the development of a PSD for the construction of water supply networks from the village of Karazhar to Myrzashoky, for the development of a PSD for the construction of street lighting in the village of Karazhar. The improvement of the recreation area of the salt lake Maraldy of the Shcherbaktinsky district continues.

Four recreation areas have been improved on Lake Tuzkala in the Akkula district. Investments amounted to 7.5 million tenge. In 2018, at the expense of budgetary funds, power lines were brought to the recreation areas on Lake Tuzkala in the amount of 13 million 60 thousand tenge. Currently, the owners of recreation areas are working on bringing power lines to recreation areas. A PSA has also been developed for the construction of a three-kilometer access road to Lake Tuzkala.

Landscaping of the central beach of Pavlodar has been carried out: canopies, sun beds, showers, changing rooms, a pier, drinking fountains, sanitary and hygienic units have been installed.

In 2020, the mausoleum of Isabek Ishan Hazret was illuminated at the expense of the regional budget under the program "Development of urban and rural settlements improvement". In 2021, the house of the mausoleum caretaker Isabek Ishan Hazret was built at the expense of charitable funds collected by local residents and organizations. The total length of the road from Ekibastuz to the mausoleum of Isabek Ishan Hazret is 108 kilometers. The construction of 90 km is being considered; highways from Ekibastuz to the village of Akkol. There is also a need for the construction of 18 km. highways from the village of Akkol to the mausoleum of Isabek Ishan Hazret.

According to statistics, 17 projects worth 987 million tenge have already been implemented in 2022, including the restoration and construction of holiday homes, cultural and historical sites, hotel and restaurant complexes, roadside service facilities.

38 investment projects worth 9 billion are planned to be implemented by 2025. 200 million tenge, among which: the construction of an aquapark worth three billion tenge, the restoration of the recreation center "Birch Grove" on the shore of Lake Zhasybai in the amount of one billion tenge, the construction of a multifunctional family complex Pride in the amount of 800 million tenge, the construction of the recreation center "Tulpar" on the shore of Lake Sabyndykol in the amount of 1 billion tenge, the construction of multifunctional complex "Kazazyainvest" in Aksu in the amount of 370 million tenge. In 2021 and 2022, the development of 42 million 700 thousand tenge was provided for in the region under the program "Regulation of tourist activity". Of the allocated funds, 37 million 600 thousand tenge is planned to hold 11 image tourism events, 5 million 200 thousand tenge - for the manufacture of souvenirs.

175 thousand people come to Bayanaul on vacation a year, most of them visit the resort area in summer, when the problem with accommodation is not as acute as in winter, which in turn complicates the development of winter tourism. Of all the rest houses, only the "Torch" is ready to work year-round, capable of receiving up to 80 people on weekends [6].

In Bayanaul, it is planned to build a modern indoor sports and recreation complex with a swimming pool and an aqua park, so that tourists can come there to relax not only in summer, but also in colder seasons. In addition, it is necessary to develop winter sports on the territory of the Bayanaul National Natural Park.

River tourism. The idea of organizing sightseeing trips on motor ships "Ekibastuz" and "Kazakhstan", and cruises on the Irtysh River within the framework of public-private partnership: with 51 % private participation and 49 % public is being considered [7].

The Government of the Republic of Kazakhstan has approved the state program for the development of the tourism industry in Bayanaul for 2019-2025. According to the program, it is planned to implement 32 projects in ten directions for 17,5 billion tenge. The projects are financed from the republican and local budgets, four projects are private investments, and 10 projects remain without funding. For the development of tourism, it is important to ensure the construction of the necessary infrastructure, primarily roads, as well as to train qualified specialists [8].

According to the Department for Tourism and Sports Development of Pavlodar region, 16.6 km of roads will be repaired at the entrance to the village of Toraigy. 15 km. roads will lead to Lake Zhasybai. They are designing a path from Zhasybai to the Konyrauliye cave. An overhead power line is carried out from the Alexandrovka substation on Toraigy to the recreation area on Zhasybai. Water supply and sanitation networks will be carried out in Bayanaul and in rest homes on Zhasybai. Drainage in the district center will appear until 2023. On Zhasybai, the territory where they want to conduct networks belongs to the National Park. The land plots should be transferred to the akimat of Bayanaul district in order to implement the project [9, 10].

Tourism in Pavlodar region will develop in six directions until 2025:

- ecological;
- health and wellness;
- river;
- cultural and educational;
- children and youth;
- business.

Some prospects for the development of tourism in the Pavlodar region were identified:

- the tourism potential of the Bayanaul resort area with unique natural and climatic conditions, rich recreational resources and historical and cultural fund will be further developed;
- promising areas of medical and recreational tourism are the sanatorium “Moylydy” and the tourist recreation area on Lake Maraldy in the Shcherbaktinsky district;
- numerous natural, historical, archaeological, cultural monuments create conditions for educational tourism;
- development of tourism in four priority zones: on the territory of the Bayanaul resort area, the city of Pavlodar and the Pavlodar region, the salt lakes of Maralda in the Shcherbaky district and Tuz-Kala in the Akkula district.

In the Bayanaul resort area it is planned to:

- construction and reconstruction of tourist facilities, landscaping of beaches, development of new tourist routes, opening of new guest houses, catering and roadside service, expansion of the list of services provided;

- development of winter tourism at the Myrzashoky ski complex;
- redistribution of part of the tourist flow from Lake Zhasybai to the recreation areas of Sabyndykol, Toraigyr and Birzhankol lakes;

– development of year-round tourism.

In the city of Pavlodar and the Pavlodar district it is planned:

- the development of year-round tourism through the construction and reconstruction of tourism and recreation facilities, the improvement of beaches, the opening of new food outlets and roadside services, the improvement of recreation areas, the expansion of the list of services provided, the development of fishing.

In the Shcherbaky district, in the recreation area of Lake Maraldy, further improvement of the recreation area is planned in order to develop therapeutic, beach, agro-, eco- and ethnotourism. The annual increase in the flow of tourists is planned by attracting investments in the construction of a restaurant, a swimming pool and ethno-glamping, expanding the list of services provided, purchasing equipment for the development of a recreation area.

In the Akkula area, on the territory of the recreation area on the salt lake Tuz-Kala, projects are envisaged to improve the territory, increase the area of the ethnoaula, expand the list of services provided.

### **Conclusion**

The lessons learned from the pandemic disaster open up opportunities for rethinking the revival and revitalization of the tourism and hospitality sector. Reviving business processes in accordance with the lessons learned will transform tourism into a more comprehensive sustainable tourism that can prevent any such pandemic.

The revival of business processes in the field of tourism and hospitality should guarantee the quality and well-being of public life. Since domestic tourism is a priority, convincing marketing and promotions, product development initiatives and various discounts for domestic travelers, tour operators and travel agents should be actively used to stimulate demand. In order to restore the image of local and regional government bodies overseeing the development of the tourism sector, it is necessary to introduce inclusive policies and norms for the redistribution of wealth through social, economic and environmental support of companies to support local tourism. Empowering communities, companies and local associations is a key to the joint management of tourism resources.

Local and regional tourism destinations should be based on ethical, fair, equitable and collaborative strategies to determine the future of the tourism sector. This may include the creation of management models (consortia, tourism councils, clusters) aimed at sustainable models of tourism cooperation in order to properly adapt to new tourism scenarios.

In general, it can be concluded that tourism in the Pavlodar region has the potential to attract not only residents of the country, but also foreign citizens, due to the developed industrial sector, as well as historical and cultural heritage.

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**С.В. Беспалый<sup>1\*</sup>, У.Р. Курносова<sup>1</sup>**<sup>1</sup>Инновациялық Еуразия университеті, Қазақстан**Павлодар облысы туризміндегі менеджменттің ерекшелігі**

Қазіргі уақытта Covid-19 әлемдік пандемиясы Қазақстандағы туризмнің тартымдылығы мен рентабельділігін айтарлықтай төмендеткеніне қарамастан, Қазақстанның және оның өңірлерінің туристік саласы дамуын жалғастырып отыр. Туризм және жыл сайын өсіп келе жатқан туризм қызметтеріне сұраныс көптеген елдер үшін үлкен табыс пен пайда көзіне айналууда. Дүниежүзілік саяхат және туризм Кеңесінің (WTTC) мәліметтері бойынша, қазіргі уақытта саяхат пен туризм әлемдік ЖІӨ-ге қосқан үлесін және халықты жұмыспен қамтуды ескере отырып, әлемдік индустрияның ең ірі саласы болып табылады.

Мақалада туристік нарықтың тартымдылығы мен саланы кеңейту жолдары бағаланады, туристік саладағы менеджменттің ерекшеліктері анықталады. Павлодар облысында туризм мәселелері анықталды.

Бұл зерттеу өзекті болып табылады, өйткені бүгінгі күннің басты міндеті Қазақстан Республикасындағы басқа ілеспе салалардың дамуына ықпал ететін туризмді дамыту саласындағы проблемалар мен сын-қатерлерді зерделеу болып табылады. Туризм саласының өз мәселелерін дамыту және шешу, сөзсіз, осы нарықтың мүмкіндіктері мен қызметтерге сұраныстың артуына алып келеді және соның салдарынан облыстар мен Қазақстанның экономикалық көрсеткіштерінің дамуына әсер етеді.

Мақаланың мақсаты-Павлодар облысында туристік саланы дамытудың теориялық және практикалық аспектілерін зерттеу. Зерттеу барысында әдебиеттерді теориялық талдау, деректерді саралау, топтастыру және жүйелеу әдісі, статистикалық әдістер сияқты әдістер қолданылды.

Түйінді сөздер: туризм, туристік қызмет, менеджмент, туристік нарық, ішкі туризм, сыртқы туризм, маркетингтік зерттеулер.

**С.В. Беспалый<sup>1\*</sup>, У.Р. Курносова<sup>1</sup>**<sup>1</sup>Инновационный Евразийский университет, Казахстан**Особенности развития туризма в Павлодарской области**

В настоящее время туристическая отрасль Казахстана и его регионов продолжает развиваться, несмотря на то, что мировая пандемия Covid-19 заметно снизила привлекательность и рентабельность туризма в Казахстане. Туризм и возрастающий с каждым годом спрос на услуги туризма становятся источником крупных доходов и получения прибыли многих стран. Согласно данным Всемирного Совета по путешествиям и туризму (WTTC) в настоящее время путешествия и туризм являются крупнейшей отраслью мировой индустрии с учетом вклада в мировой ВВП и обеспечения занятости населения.

В статье представлены оценка привлекательности туристического рынка и пути расширения отрасли, раскрыта специфика менеджмента в туристической сфере. Выявлены проблемы туризма в Павлодарской области. Сформулированные выводы и практические рекомендации могут способствовать разработке механизма реализации туристского потенциала в социально-экономическом развитии Казахстана, мероприятий по совершенствованию процесса эффективного управления и реформирования туристской отрасли Павлодарской области.

Данное исследование является актуальным, так как главной задачей на сегодня является необходимость изучения проблем и вызовов в сфере развития туризма, который будет способствовать развитию других сопутствующих отраслей в Республике Казахстан. Развитие и решение проблем самой отрасли туризма, несомненно, приведет к увеличению возможностей данного рынка и спроса на услуги и, как следствие, повлияет на развитие экономических показателей областей и Казахстана.

Цель статьи – исследовать теоретические и практические аспекты развития туристической отрасли в Павлодарской области. В процессе исследования использованы такие методы, как теоретический анализ литературы, метод ранжирования, группировки и систематизации данных, статистические методы.

Ключевые слова: туризм, туристическая деятельность, менеджмент, туристический рынок, внутренний туризм, внешний туризм, маркетинговые исследования.

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