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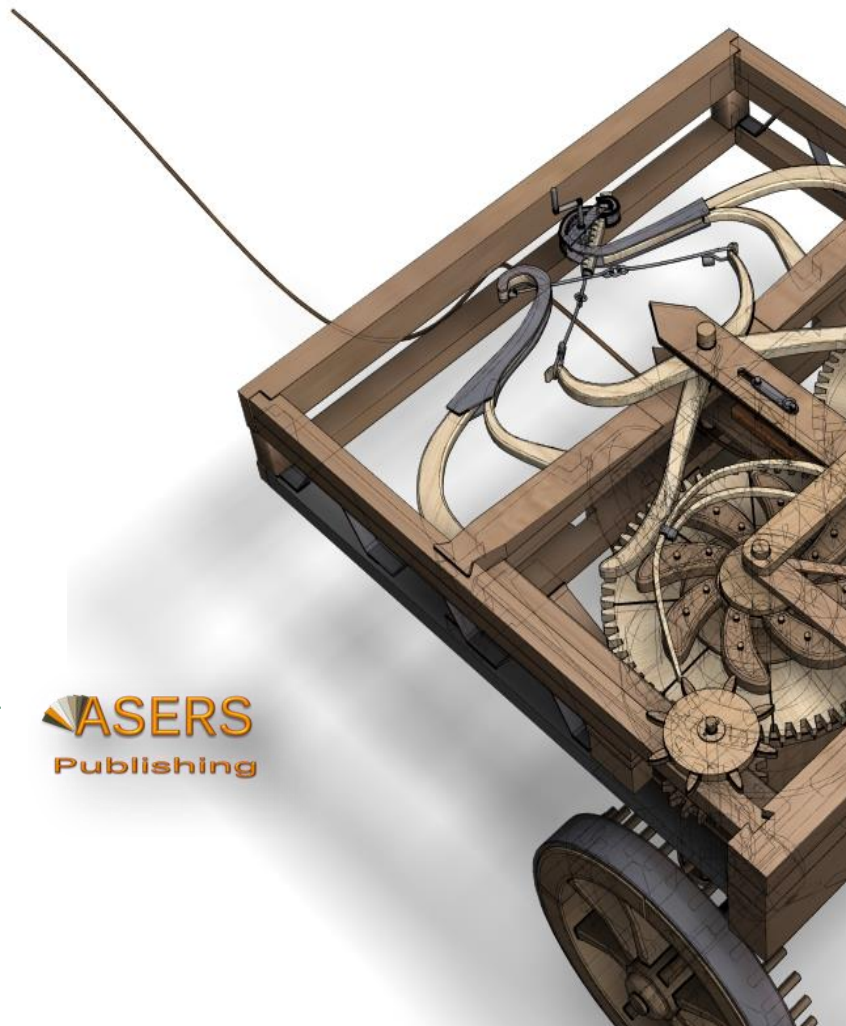
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Call for Papers Fall 2023 Issues Journal of Environmental Management and Tourism

Journal of Environmental Management and Tourism is an interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

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Tourism Potential and the Assessment of Tourist Destinations as Basis for the Tourism Sustainable Development

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Abstract:

Tourism has the potential to provide economic benefits, create employment opportunities, and promote cultural exchange between people from different regions and countries. The development of tourism in a particular destination depends on its tourism potential and the assessment of tourist destinations to ensure sustainable tourism development.

The aim of the study is to assess the tourism potential of Kazakhstan as the basis for the development of sustainable tourism, focusing on the Almaty region, taking into account the development of the mountain cluster. During the research study initiated, we analyzed the statistical data of reports on the development of tourism in the resort areas of the Republic of Kazakhstan, and also reviewed valuable scientific papers in the field of sustainable tourism development.

Keywords: tourism potential; tourist destination; hospitality; tourism industry; sustainable development.

JEL Classification: Z31; Z32; R11.

Introduction

The development of tourism causes not only economic changes in the country, but also social transformations in society, since tourism is not only subject to growth, but also to structural change. Therefore, the designation of the general structure of international tourism, regardless of the internal specifics of tourism, the directions of its research, and its significance in the global world economy is relevant. In the economic development of many countries of the world, priority is given to the tourist and recreational zone, the income from which becomes a significant source of replenishment of the republic's budget. Kazakhstan, as a country with unique and rich natural, historical and cultural sights and original culture, every year attracts more tourists, increasing the types of tourist and recreational services.

In increasing the flow of tourists, it is important to improve tourism infrastructure and achieve international standard. For this purpose, the regions are divided into different tourist sites, the aim of which is to develop the

regions, increase tax revenues, service incomes and expand employment of the population. One of the ways to achieve these goals is the development of territories, which will be supported by the North-Kazakhstan region and organizations in the sphere of tourism. The formation of recreation centers in turn provides the development of small and medium-sized businesses, creating conditions for the protection of agricultural land, incentives for the development of agriculture, the urban effect in the formation of resort towns and solving the problems of small and medium-sized cities. This will lead to an increase in the profitability of the industry.

1. Literature Review

The tourism industry is one of the priority areas and could become the leading sector with important role in the development of national tourism through the national tourism clusters. However, Kazakhstani tourism does not yet make a significant contribution to the country's economy, it accounts for less than 1% of the world tourist flow (Pritvorova and Abzalbek 2019, Vechkinzova 2019).

The development of domestic tourism in the EAEU countries is dealt with by such scientists as Rakhmetulina, Karipova (2019); innovative approaches to sustainable tourism are highlighted in the works of Dagman (2019) as one of the types of post-industrial services in Kazakhstan within the framework of the economic growth model. According to Petrenko *et al.* (2019), effective regulation of tourist activity requires the establishment of a set of conditions that encompass legal, economic, and social factors that meet international standards. By creating favorable legal, economic, and social conditions that promote sustainable tourism practices, tourism can be developed in a way that is socially, economically, and environmentally sustainable.

An important place in the development of tourism activities is occupied by the territory, that is, the place visited by tourists for recreational, educational and other tourist purposes, in other words, the destination. If we consider a tourist destination as a complex of products, then its main objects should include the components of the tourism industry, as well as such types of attractions as natural, cultural, historical, event objects (Kiryanova, 2019). Many interested parts were engaged in regional aspects of the development of international tourism, investigating:

- tourism in the region: state, problems, prospects;
- problems of tourism infrastructure: availability of hotels, health resorts;
- the use of statistical and economic indicators, where the emphasis is on economic indicators.

Currently, domestic and foreign scientists offer various methods for assessing key indicators of the effectiveness of tourism development. International tourism is characterized by a marked increase in its scale, thanks to the dynamic development of this industry, which is one of the most developing sectors of the global economy (Figure 1).

Figure 1. Features of the importance of international tourism



Source: Compiled by the authors

and Mudrova (2020), Pecheritsa (2018) and others, pay much attention to the issues of innovation in the Research in the field of tourism is analyzed by many scientists, where, for example, the issue of predicting the future behavior of tourists based on a model of tourist satisfaction is considered. These studies examined several

different contexts such as resort tourism, river tourism, leisure tourism, demilitarized zone, beach tourism (hospitality development), forest tourism (hiking). The main condition for the stable development of tourism within the country according to Tribe and Liburd (2019) is the formation of the information space of the tourism system and the continuous improvement of this space.

Therefore, the main condition for the sustainable development of tourism in a given country is a good understanding of the processes occurring in various conditional spaces that serve to launch the flow of tourists, are the places where they go and spend their time (destinations) or integrate their perception of the two previous spaces (information spaces) (Ibragimov 2019). Of course, a sufficient number of factors have influenced the development of international tourism. The socio-economic level of the country (region) obviously plays an important role:

- *External factors*: political; economic; socio-demographic; safety; financial; technologies and development of industries that characterize the level of tourism (related industries); culture; logistics.

- *Internal factors*: marketing; qualified personnel; professional travel agency network; development of the sphere of tour operator product and services; distribution system; product improvement in tourist destinations.

The contribution of international tourism to the country's economy is as follows: Export proceeds, Creation of jobs, Investment inflow, Balanced economic growth, Intercultural connections and relations.

However, at this moment, the tourism potential of Kazakhstan based on natural and cultural wealth, is not fully used and does not achieve its objectives. With the globalization and integration of the economy, tourism companies are aware of the need to develop new products and services that can lead to economic benefits. Due to the unique natural and cultural potential, as well as the growing interest of tourists from different countries, Kazakhstan has the potential for innovative development of the tourism industry, but this requires focusing on innovative infrastructure that promotes tourism Shumakova (2019).

Scholars such as Abozhina (2019), Hao and Liu (2018), Musavengane Regis (2019), Myratdurdyev and Doroshenko (2020), Tanina, Kalmykova hospitality as factor to attract tourists and to ensure the long-term growth.

2. Tourism Development Potential

The natural resources of the Republic of Kazakhstan are in no way inferior to similar places abroad, and some objects have a unique value. Each of the regions of Kazakhstan has its own one, which distinguishes it from other types of tourism.

In the economic development of many countries of the world, priority is given to the tourist and recreational zone, the income from which becomes a significant source of replenishment of the republic's budget. Kazakhstan, as a country with unique and rich natural, historical and cultural sights and original culture, every year attracts more tourists, increasing the types of tourist and recreational services.

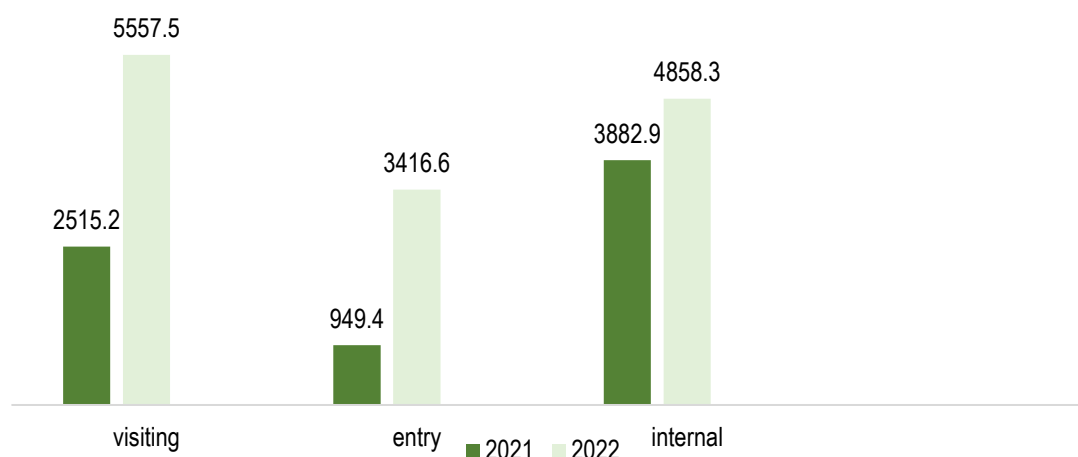
The growth in inbound tourism can be explained by a number of factors, the most significant of which is the improvement in the situation associated with the coronavirus pandemic and the lifting of all travel restrictions [18]. This allowed more people to travel across international borders. In addition, there is a large influx of travelers from neighboring Russia due to the mobilization situation. Outbound tourism in Kazakhstan in 2022 significantly outpaced inbound tourism. In the first nine months of this year, 6 million citizens of the country went abroad, which is 2.2 times more than in the same period in 2021.

The number of domestic tourists in the Republic of Kazakhstan increased significantly over the year, increasing by an impressive 25.1%. This means a total of 4.9 million people (Figure 2).

The tourism sector of Kazakhstan remains a weak point in the overall development of the country, despite various attempts to improve it. In fact, the situation is not yet showing signs of improvement, and the current state of affairs is undoubtedly depressing.

Kazakhstan took 84th place in the world ranking of the best countries for tourism according to US News, taking the penultimate place among 85 countries of the world, along with Iran. This rating shows how far Kazakhstan has yet to go in the development of the tourism sector compared to other countries in the region, such as Ukraine, Uzbekistan, Azerbaijan, Belarus, Russia, but also Zambia, Lebanon, Myanmar and others. The rating, compiled by an authoritative publication, clearly demonstrates the state of affairs in the sector. Meanwhile, according to the report on the results of monitoring the implementation of budget programs (subprograms) of the Ministry of Culture and Sports of the Republic of Kazakhstan for 2022, the agency was offered a total amount of 402 million tenge in the category "Promotion of tourism and tourism activities". This is a rather modest amount, and yet even here the percentage of execution was only 21.3%, and the undisbursed amount was 3162 million tenge.

Figure 2. The number of visitors served by types of tourism, thousand people



Source: Compiled by the authors according to <http://www.stat.gov.kz>

The implementation of the plan to subsidize the costs of tour operators in the field of inbound tourism for each foreign tourist amounted to 10.3%. The implementation of the plan to subsidize the cost of a ticket included in the tourist product for the air transportation of underage passengers on the territory of Kazakhstan amounted to 36.1%.

The tourism industry in Kazakhstan is not well developed, and government departments do not seem to be doing enough to keep it growing and flourishing. This lack of investment and attention has had a huge impact on the state of the field, leaving it far behind what many other countries have achieved. At the end of 2022, the resort areas of Kazakhstan received a total of 2,728,600 tourists, which is 34.6% more than in the same period in 2021 - 2,027,300 tourists. The average consumption of paid services per person who visited the Republic of Kazakhstan amounted to 27,086 tenge. 19 resort areas were taken into account in this calculation, and the Shchuchinsko-Borovsky resort area showed the largest expenses - 50,067 tenge per person. For comparison, the Baikonur tourist zone had the lowest consumption of only 4.387 tenge per person (Table 1).

Table 1. Tourism development indicators, Republic of Kazakhstan

Indicators	2020	9 months 2021	2021
Visitors served, thousand people	1.683,0	2027,3	2.632,9
Volume of rendered services, million tenge	33.582,1	42764,9	58.021,4
Number of placements, units	1.467	1.573	1.575
Number of rooms, units	38.417	40.002	39.690

Source: Compiled by the authors according to <http://www.stat.gov.kz>

The average cost of services of resort areas per visitor was 27,086 tenge. TOP resort areas by visitors at the end of 2022 are shown in Table 2.

Table 2. Top resort areas by visitors, 2022

TOP resort areas	Number of visitors	Average cost of services per visitor
Almaty Mountain Cluster	1476.015	27.971
Shchuchinsko-Borovskaya resort area	223.904	50.067
Mangistau resort area	210.497	41.730
Alakol resort area (Zhetysu region)	177.592	14.077
Alakol resort area (Abay region)	160.954	16.815
Turkestan tourist zone	93.856	22.512

Source: Compiled by the authors according to <http://www.stat.gov.kz>

State financing of development projects under the Lending and Financial Leasing Facility for Priority Projects for 2019-2021 was significant and amounted to 16,732.8 million tenge - in the form of loan and leasing agreements. In 2019, 7 projects were implemented for a total amount of 10,109.1 million tenge. In 2020, 11 projects were implemented for the amount of 4,243.7 million tenge, and in 2021, 7 projects were financed for the amount of 2,380.0 million tenge.

Kazakhstan improved its position in the global travel and tourism development index of the World Economic Forum. The top 5 countries that lead this rating include countries such as Japan, USA, Spain, France, Germany. Above Kazakhstan are Georgia (44th place), Armenia (61st place) and Azerbaijan (63rd place), lower in the ranking are countries such as Montenegro (67th place), Morocco (71st place), Mongolia (84th place), Kyrgyzstan (90th place). Uzbekistan and Belarus traditionally do not participate in the rating.

Vietnam, Indonesia and Saudi Arabia, Malaysia, India and Mongolia have the highest positive dynamics in the rating. The updated ranking does not include 23 countries: Algeria, Brunei, Burkina Faso, Burundi, Democratic Republic of the Congo, Haiti, Gambia, Guinea, Zimbabwe, Iran, Liberia, Mauritania, Mozambique, Norway, Oman, Russia, Seychelles, Taiwan, Uganda, Ukraine, Ethiopia, Eswatini and Jamaica. Overall, the report consists of five sub-indices, 17 core indicators and 112 individual indicators, categorized under various core indicators.

The high potential for tourism development in Kazakhstan is reflected in the following rating indicators:

- according to the subindex of the labor market in the field of tourism, the country ranks 59th;
- in terms of cultural resources - 63rd place;
- in terms of the number of UNESCO World Heritage Sites - 42nd place;
- by seasonality of international arrivals (26th place);
- by duration of stay of foreign tourists (52nd place);
- by interest in cultural attractions (37th place).

For individual sub-indices, the country's high potential in the overall ranking is noted. For example, in terms of price competitiveness, Kazakhstan ranks first. Price competitiveness measures how much it costs to travel or invest in a country. The lower costs associated with traveling to the country make it more attractive to many travelers and also make its tourism sector more attractive to investors. Aspects of price competitiveness considered in this component include:

- taxes on airline tickets and airport taxes, which can significantly increase the cost of air tickets (5th place);
- the relative cost of hotels and short-term rental housing (12th place);
- cost of living represented by purchasing power parity (20th place);
- fuel costs, which directly affect the cost of the trip (4th place).

In addition, positive dynamics is observed in such areas as "Prioritization of the tourism sector" (+15, 68th place), according to this indicator, Kazakhstan is higher in the rating of Malaysia, Poland, Qatar, Azerbaijan.

According to newly trends, tourism has an increasing influence on the world economy and the economies of specific countries. It is a major branch of the national economy, which aims to meet the specific needs of people during leisure and travel. The development of the tourism industry is closely connected with general economic, technical, social and technological advances, and therefore the enterprises providing hospitality services need to improve the quality of the services provided, using innovative approaches to management. This will allow to interact with other actors and stakeholders in the tourism industry and achieve maximum effect with minimum investment (Table 3). For example, the volume of services rendered for tourist accommodation will increase by approximately 200 billion tenge:

- the coast of Lake Alakol - the current tourist flow per year is 772 thousand people and the potential is more than 2 million people.
- Mountain (mountain skiing) Cluster of the Almaty Region - the existing tourist flow per year is 500 thousand people and potential 2.5 million people.
- Shchuchinsko-Borovskaya resort area - the existing tourist flow per year is 750 thousand people and the potential is more than 2.5 million people.
- Tourist zone Mangistau - a potential tourist flow of 750 thousand people.
- Restoration of the historical environment of ancient Turkestan - the existing tourist flow per year is 500 thousand people and the potential is more than 1.5 million people.
- Center "History of nomads" - a potential tourist flow of 1 million people.
- Charyn Canyon - the current tourist flow per year is 100 thousand people and potential 1 million people.
- The coast of Lake Balkhash - the existing tourist flow per year is 130 thousand and the potential is more than 400 thousand people.
- Bayanaul resort area - the existing tourist flow per year is 200 thousand people and the potential is more than 450 thousand people.

- Imantau-Shalkar resort area - the existing tourist flow per year is 130 thousand people and the potential is more than 400 thousand people.

Table 3. Volume of services rendered by accommodation places, by regions, Kazakhstan, thousand tenge

Region	2018	2019	2020	2021	2022
Republic of Kazakhstan	103.948.256,9	120.527.162,1	66.860.328,5	109.027.262,7	129.183.176,7
Akmola				-	3.552.517,9
Aktuubinsk	6.314.471,2	7.527.645,2	6.421.629,3	10.522.812,7	12.843.773,9
Almaty	2.038.369,1	2.178.368,8	1.100.896,2	2.243.015,4	2.254.754,2
Atyrau	9.783.415,5	9.722.946,4	5.321.254,4	8.441.135,9	5.371.264,6
West Kazakhstan	7.530.273,5	8.124.163,0	3.233.350,2	1.674.958,5	3.625.910,1
Zhambyl	2.701.254,7	3.154.681,9	1.987.619,9	3.165.256,7	2.681.374,0
Zhetysu					3.733.882,4
Karaganda	4.932.393,4	2.975.895,8	4.626.332,6	3.951.061,2	4.310.831,4
Kostanay	1.837.835,9	980.248,1	1.841.118,0	1.824.916,8	1.727.232,8
Kyzylorda	1.084.746,7	723.520,1	1.100.200,4	896.456,7	975.472,8
Mangistau	5.136.245,4	4.378.018,1	7.250.133,2	9.020.258,7	4.923.660,8
South Kazakhstan	3.367.502,4	1.344.993,3	2.369.328,3	2.740.650,7	2.130.571,5
Pavlodar	1.248.953,5	681.780,6	1.399.319,5	1.240.148,4	1.138.760,3
North Kazakhstan	4.932.393,4	2.975.895,8	4.626.332,6	3.951.061,2	4.310.831,4
Turkestan					3.965.004,7
Ulytau					271.575,9
East Kazakhstan	6.338.781,3	3.307.944,0	5.618.167,8	3.815.796,9	5.889.224,5
Astana city	26.114.387,0	11.564.321,7	10.289.103,1	23.649.859,3	22.829.527,6
Almaty city	32.293.595,3	16.806.510,6	7.908.836,2	37.040.234,8	25.710.759,7
Shymkent city	3.260.534,6	4.128.738,6	3.746.073,5	5.232.079,1	5.331.592,9

Source: Compiled by the authors according to <http://www.stat.gov.kz>

The development of infrastructure related to tourism also has a beneficial effect on related industries and economic development of the region as a whole. The results of a comparative analysis of the recreational zones of Kazakhstan made it possible to determine the priority forms of inbound tourism for each of the regions:

- Northern Kazakhstan: recreational, sports, river and professional business. For Northern Kazakhstan - with 2 reserves and 3 national natural parks - this is the development of cultural, educational, ecological, sightseeing, hunting, fishing, other nature-oriented types of tourism, medical and health tourism.

- South Kazakhstan: pilgrimage tourism - due to the presence of sacred places in the city of Turkestan; cultural and educational - on the historical cities of the Great Silk Road; ecological - due to the global ecological catastrophe of the Aral Sea. For South Kazakhstan with 5 reserves and 2 national natural parks, with the spiritual center of Turkestan, the location of the Baikonur rocket and space complex is the development of cultural, educational, ecological, excursion, health, sports, ethno-tourism, spiritual, ecological, space tourism.

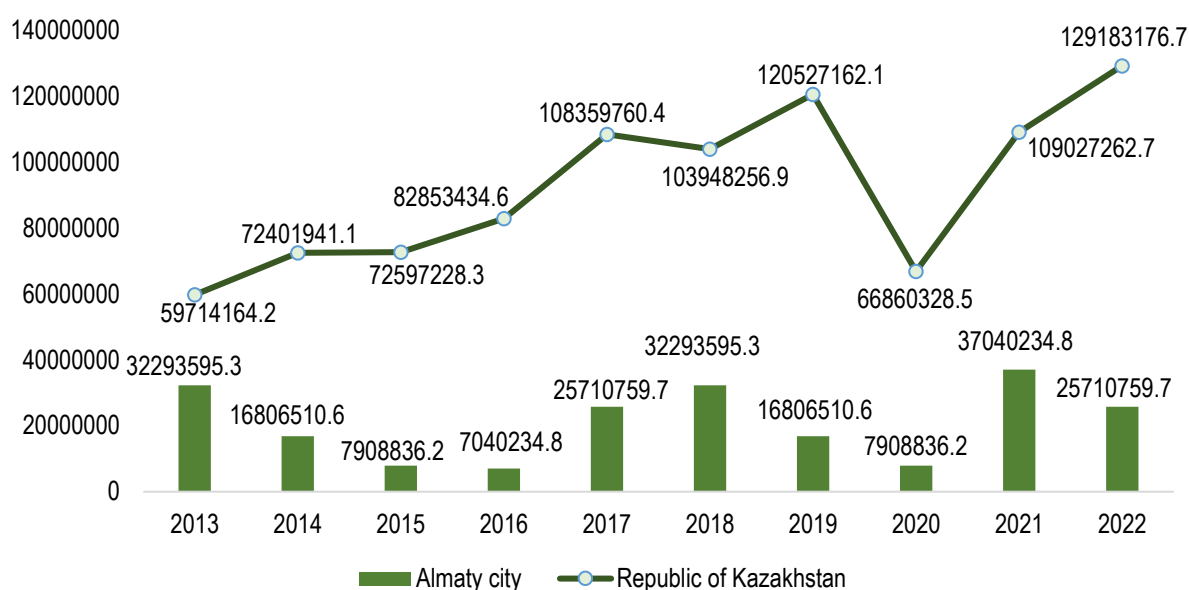
- Western Kazakhstan: professional, business and water tourism, due to the presence in this region of the largest lake in the world - the Caspian, which is called the sea because of its size. For Western Kazakhstan, with the reserve and branch roads of the Silk Road, the monuments of Ustirta and Mangistau, the Shaktak Ata mosque and many other places attract tourists. This region has all the opportunities for the development of water sports, hunting and fishing, cultural and educational tourism, etc.

- East Kazakhstan: recreational, mountain, speleo-tourism. For East Kazakhstan - 2 reserves and a national natural park - this is the development of educational, ecological, excursion and other nature-oriented types of tourism.

- For Central Kazakhstan with the national natural park Karkaraly and Lake Balkhash, with numerous monuments of history, archeology and culture, this is the development of cultural and educational tourism, ecological, hunting and fishing, and other nature-oriented types of tourism.

In the regional aspect of tourism development and, accordingly, the volume of services provided, one can single out such areas as: Almaty city – 25.710.759,7 thousand tenge, Astana city – 22.829.527,6 thousand tenge, Aktobe region – 12.843.773,9 thousand tenge, East Kazakhstan region – 5.889.224,5 thousand tenge, Atyrau region – 5.371.264,6 thousand tenge (Figure 3).

Figure 3. Tourism services in Kazakhstan and Almaty, thousand tenge



Source: Compiled by the authors according to <http://www.stat.gov.kz>

3. Tourism Potential of Almaty Region. Study Case the Almaty Mountain Cluster

The development of the tourism industry and related infrastructure has been identified as the main direction in the framework of the implementation of the State Program for the Development of the Tourism Industry of the Republic of Kazakhstan for 2019-2025. Almaty region is the leader in the concentration of tourist areas and products in the country.

In accordance with the development of tourist resources, Almaty determines the Almaty Mountain Cluster (hereinafter referred to as AMC), according to which 12 projects will be implemented in the amount of 6.2 billion tenge, and the volume of services provided by accommodation places will increase accordingly.

The tourism industry is an important area for the economic development of the region. The list of priority tourist areas from the Almaty region includes 10 destinations, including the objects of the Almaty mountain cluster:

- republican level: mountain resort-hotel "Oi-Qaragai Lesnaya Skazka"; International tourist center "Akbulak"; sanatorium-resort zone "Arasan"; international climbing camp "Khan Tengri"; SNNP "Sharyn", "Ile Alatau", "Kolsai Kolderi"; ski resort "Turgen";
- 2) regional level: Kapshagay reservoir; State Historical, Cultural and Natural Reserve Museum "Tanbaly" (UNESCO World Heritage Site).

In 2022, the opening of the Turgensai visitor center took place. It is located in the Turgen Gorge, 70 km from the city of Almaty. Turgensai is the second visitor center on the map of the Ile-Alatau National Park. The center, created according to modern standards, will provide tourists and guests of the region with all the necessary information about the activities of the national park. At the stage of completion of the feasibility study "Construction of engineering and communication infrastructure for tourist facilities of the Talgar location of the Almaty Mountain cluster, including roads." 119.3 million tenge was allocated for it from the local budget. Within the framework of the project of the intergovernmental agreement "Almaty-Bishkek Economic Corridor" at the expense of the Asian Development Bank (\$262,000), a preliminary feasibility study for the Turgen location is being developed.

According to statistics, the number of visitors served by accommodation facilities for the first quarter of 2022 amounted to 62 thousand people. The growth compared to the same period last year amounted to 20% (Q1 2021 - 52 thousand people). The number of placements for this period amounted to 231 units, which is 6% more than in the same period last year (Q1 2021 - 217 units). The volume of paid tourist and health services increased 1.5 times and reached 1.2 billion tenge (Q1 2021 - 776.5 million tenge).

According to the Ministry of Ecology, Geology and Natural Resources of the Republic of Kazakhstan, 435.7 thousand people visited the Ile-Alatau, Sharyn, Kolsai Kolderi national parks in the first half of this year. The volume of investments in fixed assets in the tourism industry of the Almaty region in January-May 2022

amounted to 7.2 billion tenge (January-May 2021 - 17.9 billion tenge). Since 2019, 91 tourism facilities worth 10.5 billion tenge have been put into operation. In 2022, it is planned to commission 11 accommodation facilities in the amount of 1.6 billion tenge, 147 jobs.

In this regard, we will consider the forecast for this indicator for 2023-2025. To determine the forecast values of the indicator "Volume of services in the field of entertainment, million tenge" for 2023-2025. a trend model was built, during which the following steps were performed:

- Using the Irwin criterion, we can check the time series for the presence of anomalous observations, see Table 4.

Table 4. Analysis of anomaly detection in the time series

Year	The volume of services in the field of entertainment, million tenge	Observed value of the Irwin criterion	Calculation formulas
2013	7.156,1		Observed value of the Irwin criterion $\lambda_t = \frac{ y_t - y_{t-1} }{\sigma_y}, t = \overline{2, 10}$
2014	7.976,9	0,272	
2015	8.051,5	0,025	
2016	8.305,8	0,084	
2017	10.524,8	0,736	
2018	10.810,5	0,095	
2019	13.353,6	0,843	
2020	9.572,6	1,254	
2021	13.104,4	1,171	
2022	16.636,2	1,171	
			Critical value of the Irwin criterion $\lambda_{0,05} = 1,5$

Source: compiled and calculated by authors

Based on the Irwin criterion, the probability of finding abnormal observations in the studied time series is equal or less than 95%, because all values of the criterion are below the critical level

- The "rising" and "falling" series criteria were used to identify the presence of a trend component (Tab. 5).

Table 5. Checking for a trend

General view of the criterion of "ascending" and "descending" series (violation of at least one inequality is sufficient for a trend to exist)	Estimated values with a chance of error $0,05 < \alpha < 0,0975$
$\nu(n) > \left[\frac{2n-1}{3} - 1,96\sqrt{\frac{16n-29}{90}} \right]$	3 = 3
$K_{\max} < [K_0(n)]$	6 > 5

Source: compiled and calculated by authors

- Using the method of least squares, we approximated the original data: $Y_t = 5.740,97 + 874,23t$;
- We evaluated the resulting model in two ways: by checking its adequacy and accuracy. To check the fit of the model to the data, we analyzed the residuals - the difference between the actual observations and the levels calculated by the model. The residual component has several important properties: its mathematical expectation is zero, it is random and corresponds to the normal distribution. The results of the residual series analysis to test the adequacy of the model are presented in Table 6.

Table 6. Checking the adequacy of the model

Property under test	Used statistics		Border	Conclusion
	Name, calculation formula	Received value		
Accident	Criterion of "peaks" (turning points) $p > \left[\frac{2}{3}(n-2) - 1,96\sqrt{\frac{16n-29}{90}} \right]$	5 > 2	2	Adequate
Normality	RS criterion: $RS = \frac{e_{\max} - e_{\min}}{S}$	3,68	2,67 - 3,69	Adequate
Equality of the mathematical expectation of the levels of a series of residues to zero	t- Student statistics: $t_{\text{observ.}} = \frac{\left[\frac{e}{S} \right] \sqrt{n}}$	0	2,31	Adequate

Source: compiled and calculated by authors

To measure the accuracy of the model, the average relative error of approximation was calculated.

$$E_{rel} = \frac{1}{n} \sum_{i=1}^n \frac{|e_i|}{y_i} \cdot 100\% = 9,53\%,$$

The level of accuracy of the model is quite high, which is confirmed by its quality, and it can be used for forecasting.

■ Calculation of point and interval forecasts for 2023 - 2025, see Table 7, confidence interval determined at significance level $\alpha = 0,05$.

Table 7. Point and interval forecasts for the indicator "Volume of services in the field of entertainment" for 2023-2025

Year	Point forecast, million tenge	Interval forecast, million tenge	
		Max	Min
2023	15.357,51	11.074,53	19.640,48
2024	16.231,74	11.741,40	20.722,07
2025	17.105,97	12.385,21	21.826,73

Source: compiled and calculated by authors

It follows from the study that the development of the tourism industry in Kazakhstan directly depends on the level of development of hotel infrastructure and the quality of service.

Conclusion

Currently, despite the high tourist potential of the country, no region can fully realize its tourism potential and attract a large number of foreign tourists. The results of a comparative analysis of the recreational zones of Kazakhstan according to the criteria of natural and geographical position, climatic conditions, general attractiveness and excursion significance made it possible to determine the priority forms of inbound tourism for each of the regions, as follows:

- for South Kazakhstan with 5 reserves and 2 national natural parks, with the spiritual center of Turkestan, the location of the Baikonur rocket and space complex is the development of cultural, educational, ecological, excursion, health, sports, ethno-tourism, spiritual, ecological, space tourism;
- for East Kazakhstan - 2 reserves and a national natural park - this is the development of educational, ecological, excursion and other nature-oriented types of tourism;
- for Northern Kazakhstan - with 2 reserves and 3 national natural parks - this is the development of cultural, educational, ecological, sightseeing, hunting, fishing, other nature-oriented types of tourism, medical and health tourism;
- for Western Kazakhstan with the reserve and branch roads of the Silk Road, the monuments of Ustirt and Mangistau, the Shaktak Ata mosque and many other places attract tourists. This region has all the opportunities for the development of water sports, hunting and fishing, cultural and educational tourism, etc.;
- for Central Kazakhstan with the national natural park Karkaraly and Lake Balkhash, with numerous monuments of history, archeology and culture - this is the development of cultural and educational tourism, ecological, hunting and fishing, and other nature-oriented types of tourism.

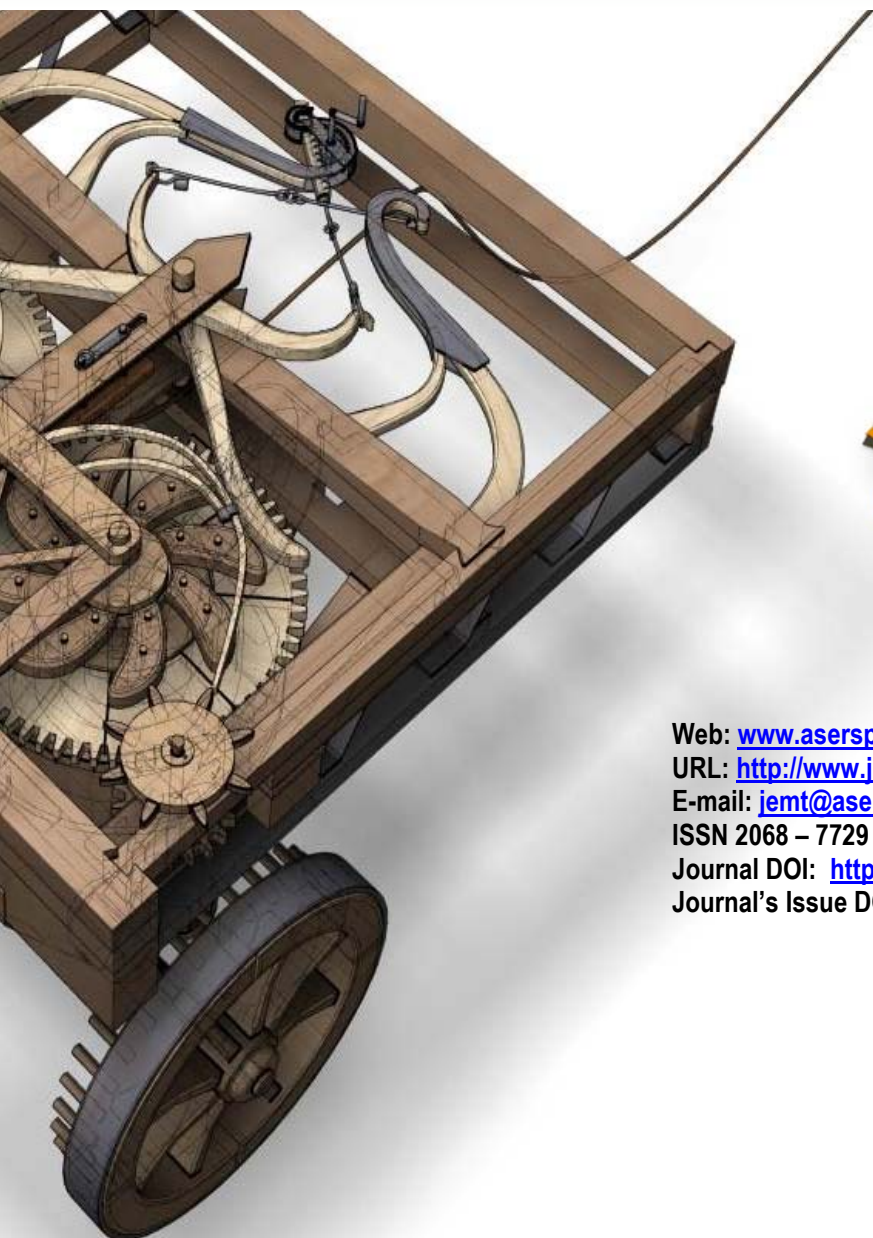
Assessing tourism potential and promoting sustainable tourism development is essential for the long-term economic and environmental sustainability of tourist destinations. This can be achieved through the implementation of sustainable tourism practices, involvement of local stakeholders, and balancing the development of tourism infrastructure with the preservation of natural and cultural resources.

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