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ANALYSIS OF THE CURRENT ECONOMIC STATE OF THE TOURISM INDUSTRY IN EAST KAZAKHSTAN REGION

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Abstract. This scientific research examines the tourism industry in East Kazakhstan region of the Republic of Kazakhstan, in the context of the economic efficiency of the functioning of places of accommodation of tourists in the region. The relevance of the research topic consists in that the tourism industry of the region, in addition to the presence of attractions, is primarily based on such basic necessity as tourist accommodations, the competitive and efficient activity of which contributes to the development of tourism in the region. This study aims to determine the current economic state of the places of accommodation of tourists, and the tourism industry, in East Kazakhstan region of the Republic of Kazakhstan, by analyzing the statistical data on the tourism industry of the region and on its places of accommodation of tourists in particular, with the definition of ways to increase the tourism potential of the region and the economic efficiency of its places of accommodation. The research methods are general scientific methods of cognition, such as generalization, comparison, analysis and synthesis, induction and deduction, as well as methods of statistical analysis. The study hypothesizes that the tourism industry in East Kazakhstan region is economically competitive in comparison with regions and cities of republican significance of the Republic of Kazakhstan and has economically efficient functioning tourist accommodation facilities. The results of the research indicate that in the East Kazakhstan region there is a large number of places of accommodation, as well as a sufficiently large number of visitors served and the reasonable volume of services provided to these visitors. However, in analyzing the

statistical data on the tourism industry of the Republic of Kazakhstan, in comparison with regions and cities of republican significance, the need to improve the efficiency of the functioning of places of accommodation in East Kazakhstan region was identified. Consequently, relevant recommendations were developed to improve the efficiency of economic activity of places of accommodation for the tourism industry in East Kazakhstan region.

Keywords: tourism industry, efficiency, places of accommodation of tourists, East Kazakhstan region, tourism

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ШЫҒЫС ҚАЗАҚСТАН ОБЛЫСЫНДАҒЫ ТУРИСТІК ИНДУСТРИЯНЫҢ ҚАЗІРГІ ЭКОНОМИКАЛЫҚ ЖАҒДАЙЫН ТАЛДАУ

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Аннотация: Бұл ғылыми зерттеу Қазақстан Республикасының Шығыс Қазақстан облысындағы туристік индустрияның облыстағы туристерді орналастыру орындарының жұмыс істеуінің экономикалық тиімділігі тұрғысынан қарастырады. Зерттеу тақырыбының өзектілігі мынада: облыстың туристік индустриясы көрікті жерлерінің болуымен қатар, ең алдымен, бәсекеге қабілетті және тиімді жұмыс істеуі облыстағы туризмді дамытуға ықпал ететін орналастыру орындарының болуы сияқты негізгі қажеттілікке негізделген. Бұл зерттеудің мақсаты — облыстың туристік индустриясы мен оның туристік орналастыру орындарының статистикалық деректерін талдау арқылы, Қазақстан Республикасының Шығыс Қазақстан облысындағы туристік орналастыру орындарының және туризм индустриясының қазіргі экономикалық жағдайын анықтау, және осының негізінде облыстың туристік әлеуетін және орналастыру орындарының экономикалық тиімділігін арттыру жолдарын анықтау. Зерттеу әдістері - жалпылау, салыстыру, талдау және синтез, индукция және дедукция сияқты танымның жалпы ғылыми әдістері, сондай-ақ статистикалық талдау әдістері. Зерттеудің гипотезасы - Шығыс Қазақстан облысындағы туристік индустриясы Қазақстан Республикасының облыстарымен және республикалық маңызы бар қалаларымен салыстырғанда экономикалық тұрғыдан бәсекеге қабілетті, және экономикалық тұрғыдан

тиімді жұмыс істейтін туристерді орналастыру орындарына ие. Жүргізілген зерттеу нәтижелері Шығыс Қазақстан облысында орналастыру орындарының көптігін, сондай-ақ қызмет көрсетілген келушілердің жеткілікті үлкен санын және осы келушілерге көрсетілген қызметтердің қолайлы көлемін көрсетеді. Бірақ, Қазақстан Республикасының туристік индустриясының статистикалық деректерін талдау кезінде, облыстармен және республикалық маңызы бар қалалармен салыстырғанда, Шығыс Қазақстан облысында орналастыру орындарының жұмыс істеу тиімділігін арттыру қажеттілігі анықталды. Нәтижесінде, Шығыс Қазақстан облысындағы туристік индустрия үшін орналастыру орындарының экономикалық тиімділігін арттыру бойынша тиімті ұсыныстар әзірленді.

Түйін сөздер: экономикалық талдау, туристік индустрия, тиімділік, туристерді орналастыру орындары, Шығыс Қазақстан облысы, туризм

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АНАЛИЗ ТЕКУЩЕГО ЭКОНОМИЧЕСКОГО СОСТОЯНИЯ ТУРИСТСКОЙ ИНДУСТРИИ В ВОСТОЧНО-КАЗАХСТАНСКОЙ ОБЛАСТИ

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Аннотация: В данной научной работе исследуется туристская индустрия в Восточно- Казахстанской области Республики Казахстан, в контексте экономической эффективности функционирования мест размещения туристов области. Актуальность темы исследования состоит в том, что туристская индустрия региона помимо наличия достопримечательностей, прежде всего основывается на такой базовой необходимости, как наличие мест размещения, конкурентоспособная и эффективная деятельность которых способствует развитию туризма в регионе. Цель данного исследования — определить текущее экономическое состояние мест размещения туристов и туристской индустрии в Восточно-Казахстанской области Республики Казахстан, при помощи анализа статистических данных туристской индустрии региона и его мест размещения туристов в частности, с определением способов повышения туристического потенциала региона и экономической эффективности его мест размещения. Методы исследования представляют собой общенаучные методы познания, такие как обобщение, сравнение, анализ и синтез, индукция и дедукция, а

также методы статистического анализа. Гипотеза исследования состоит в том, что туристская индустрия в Восточно-Казахстанской области является экономически конкурентоспособной в сравнении с регионами и городами республиканского значения Республики Казахстан и имеет экономически эффективно функционирующие места размещения туристов. Результаты проведенного исследования показывают, что в Восточно-Казахстанской области большое количество мест размещения, а также достаточно большое количество обслуженных посетителей и приемлемый объем услуг, оказанных данным посетителям. Но, при анализе статистических данных туристской индустрии Республики Казахстан, в сравнении с областями и городами республиканского значения, была выявлена необходимость в улучшении эффективности функционирования мест размещения в Восточно-Казахстанской области. В итоге, были сформированы соответствующие рекомендации по улучшению эффективности экономической деятельности мест размещения для туристской индустрии в Восточно-Казахстанской области.

Ключевые слова: туристская индустрия, эффективность, места размещения туристов, Восточно-Казахстанская область, туризм

Introduction. Tourism plays an important role in the global economy. In the modern economy, tourism is one of the largest segments of the service sector, providing millions of jobs around the world and economic growth for business entities. Thus, tourism, both domestic and international, has become an integral part of the global economy. The tourism sector develops actively in the Republic of Kazakhstan. There is a growing interest to Kazakhstan as an international tourist destination. More and more people from Kazakhstan travel not only abroad, but also discover new tourist destinations in their own country.

East Kazakhstan region, located in the east of Kazakhstan, has many natural beauties. Accordingly, there are great opportunities for the development of tourism in the region. The development of tourism is directly related to the development of the economy. The level of service provided by economic entities, transportation accessibility, the quality of infrastructure, and many other factors influence the tourist attractiveness of the country and its regions, and consequently, the economic performance of economic entities in the tourism industry. The tourism industry of the region, in addition to the presence of attractions, is primarily based on such basic necessity as tourist accommodations, such as hotels, guest houses, campsites, etc. Efficient economic activity of places of accommodation of tourists is important for the development of tourism in the region. This is due to the fact that by increasing their economic performance, places of accommodation improve the condition and quality of their assets, as well as the level of service, in order to enhance their competitiveness. Therefore, performing an analysis of the tourism industry of East Kazakhstan region in the context of the activities of accommodation facilities is needed.

This study aims to determine the current economic state of the places of

accommodation of tourists, and the tourism industry, in East Kazakhstan region of the Republic of Kazakhstan, by analyzing the statistical data on the tourism industry of the region and on its places of accommodation of tourists in particular, with the definition of ways to increase the tourism potential of the region and the economic efficiency of its places of accommodation.

The hypothesis of the study is that the tourism industry in East Kazakhstan region is economically competitive in comparison with regions and cities of national significance of the Republic of Kazakhstan and has economically efficient functioning tourist accommodation facilities.

The empirical basis of the study relies on official statistical data from the Bureau of National Statistics of the Republic of Kazakhstan, which include summary series and dynamic tables.

Practical significance of the results of the study is that they can be useful for researchers in the field of tourism, as well as for economic entities in East Kazakhstan region, implementing tourism activities.

As a result of the performed analysis, relevant recommendations were developed to improve the efficiency of economic activity of places of accommodation for the tourism industry in East Kazakhstan region.

In this scientific work, the state of the tourism sector and the tourism industry of the region was considered. Relevant recommendations based on this analysis were presented.

Literature review. Tourism in Kazakhstan is an important topic for economic research. Researches from Kazakhstan and foreign countries considered Kazakhstan's tourism sector in their works.

At present, tourism in Kazakhstan is in its development stage. Considering the development of tourism industry in Kazakhstan, Aktymbayeva et al. (2020) highlighted three stages of tourism development in Kazakhstan. Kenzhebekov et al. (2021) found that the main ways of tourism development in Kazakhstan will be ecotourism, ethnotourism, and agrotourism, and also that the popularity of domestic tourism will grow in the future.

The regions and cities of republic significance of the Republic of Kazakhstan have their own features that can contribute to development of tourism in each of them. Mamrayeva et al. (2020) identified five clusters based on the level of tourism infrastructure potential of the regions of the Republic of Kazakhstan. Development of tourism in the regions of Kazakhstan can be considered from different perspectives. Omirzakova & Wendt (2025) analyzed the transport accessibility of the districts of Aktobe region, which have the potential for the development of rural tourism. Pashkov et al. (2023) considered the potential of the climate of Northern Kazakhstan area including four regions, for the development of tourist activities. Assessment of the development level of tourism industry of Pavlodar region was performed by Yessim et al. (2023).

Development of tourism in East Kazakhstan region was also considered by many researchers from various perspectives. In terms of enhancing the region's tourism

appeal, Nurgalieva et al. (2022) identified main areas for enhancing the appeal of existing tourism destinations and services provided in East Kazakhstan, and these areas include tourism products, infrastructure, transportation, services, and the region's tourism brand. Conducting the analysis of the impact of the tourism sector on the economy of the East Kazakhstan region, Konurbaeva et al. (2024) found that there is a positive correlation between the amount of income from rendered services, and the number of tourists accommodated, as well as the volume of investments in the tourism industry.

Recreational resources of East Kazakhstan region were researched by Yegorina and Loginovskaya (2016). The scientific works of Duisebayeva et al. (2016); Akasheva et al. (2016); Konurbaeva et al. (2024) were dedicated to development of the ecological tourism in East Kazakhstan region. Turyspekova et al. (2022) considered opportunities of development of the ecological tourism on the territory of the Katon-Karagay State National Nature Park. Chlachula et al., (2021) found that the Southern Altai area of East Kazakhstan region has the major potential for sustainable rural tourism of both types: domestic and inbound.

In general, in the context of development of ecological tourism in East Kazakhstan region, regions' nature is highlighted as one of the main reasons of the region's attractiveness to ecological tourism (Duisebayeva et al., 2016; Akasheva et al., 2016; Konurbaeva et al., 2024).

Thus, according to many scientists, East Kazakhstan region is attractive for tourism due to its natural resources, and thus the region is characterized by the development of such types of tourism associated with visiting natural attractions, such as, for example, ecotourism and agritourism.

Materials and methods of research. The research methods are general scientific methods of cognition, such as generalization, comparison, analysis and synthesis, induction and deduction, as well as methods of statistical analysis. The index method (indexing) and the method of average values were applied.

There are some basic definitions related to tourism. In the Republic of Kazakhstan, there is the Law of the Republic of Kazakhstan «On touristic activity in the Republic of Kazakhstan», which provides the following definitions: tourism, touristic industry, touristic market, touristic activity, and places of accommodation of tourists. These definitions are presented in Table 1. Thus, in this research, analysis was performed on the basis of the definitions from Table 1.

Table 1. The basic definitions related to tourism from the Law of the Republic of Kazakhstan “On touristic activity in the Republic of Kazakhstan”.

Definition	Explanation
Tourism	a temporary stay of a tourist on a trip, not associated with the change of the permanent place of residence
Touristic industry	a branch of the economy, basic scope of activity of which is the provision of touristic services, the creation of touristic product, their promotion and sale on domestic and international markets

Touristic market	the circulation of goods (works, services) and money in the scope of touristic activity
Touristic activity	the entrepreneurial activity of individuals or legal entities on the provision of touristic services
Places of accommodation of tourists	hotels, motels, campsites, tourist bases, guest houses, holiday homes, boarding houses and other buildings and structures used for the accommodation of tourists and for serving tourists
Note: the Law of the Republic of Kazakhstan «On touristic activity in the Republic of Kazakhstan»	

All statistical data for the years presented in the tables are reflected for the period of the corresponding year from January to December inclusive.

A decimal point is used as a symbol that separates the integer part from the fractional part of numbers written in decimal form.

In Table 9, there are three indicators calculated from the statistical data. These indicators are: the number of visitors served per place of accommodation, the volume of services rendered per place of accommodation, and the volume of rendered services per visitor.

The indicator “the number of visitors served per place of accommodation” is calculated as follows: the number of visitors served by the places of accommodation of tourists is divided by the number of places of accommodation of tourists.

The second indicator “the volume of services rendered per place of accommodation” is calculated as follows: the volume of services rendered by the places of accommodation of tourists is divided by the number of places of accommodation of tourists.

The third indicator “the volume of rendered services per visitor” is calculated as follows: the volume of services rendered by the places of accommodation of tourists is divided by the number of visitors served by the places of accommodation of tourists.

The definitions “places of accommodation of tourists” and “accommodation places” are used interchangeably below.

Results. East Kazakhstan region is located in the eastern part of Kazakhstan. The area of East Kazakhstan region is 97.8 thousand km. The regional center is the city of Oskemen (Ust-Kamenogorsk). Mountainous, mountain-taiga, mountain-meadow, forest-steppe, valley, semi-desert and desert landscapes prevail on the territory of East Kazakhstan region. The mountain systems of Rudny and Southern Altai, Kalba, Saur-Tarbagatai are located on the territory of the region.

In total, there are 10 specially protected natural areas in the region (On approval of the list of specially protected natural areas of republican significance, 2017). Of these, there are 2 nature reserves and 1 national nature park: the West Altai Nature Reserve, the Markakol Nature Reserve and the Katon-Karagai State National Nature

Park. As of January 1, 2025, the population of the East Kazakhstan region is 723,980 people (Bureau of National statistics of Agency for Strategic planning and reforms of the Republic of Kazakhstan, 2025 a) The urban population is 485,734 people (67.1% of the total population of the region), the rural population is 238,246 people (32.9%).

According to the Bureau of National statistics of Agency for Strategic planning and reforms of the Republic of Kazakhstan, the number of inbound and domestic visitors, including those staying at accommodation places, vacationing in sanatorium-resort organizations and visiting specially protected natural areas, amounted to 10.98 million people in 2023 (Table 2).

Table 2. The number of inbound and domestic visitors to the Republic of Kazakhstan and to East Kazakhstan region, by the type of selected destination, in the years 2022 and 2023.

№	Category	The Republic of Kazakhstan			East Kazakhstan region		
		In the year 2022	In the year 2023	Increase in 2023 compared to 2022, %	In the year 2022	In the year 2023	Increase in 2023 compared to 2022, %
1	Number of inbound and domestic visitors, persons	9,800,133	10,978,555	12%	380,725	392,926	3.2%
	<i>Including:</i>						
2	Number of visitors staying at accommodation places, persons	7,335,162	8,139,270	11%	360,319	370,054	2.7%
3	Number of visitors who vacationed in sanatorium-resort organizations, persons	379,555	413,344	8.9%	10,901	12,312	12.9%
4	Number of visitors to specially protected natural areas, persons	2,085,416	2,425,941	16.3%	9,505	10,560	11.1%
Note: Compiled by the authors based on the statistical data from the Bureau of National statistics of Agency for Strategic planning and reforms of the Republic of Kazakhstan (2024) Dynamic tables: "information on the tourist flow of the country"							

According to Table 2, in general, the number of inbound and domestic visitors to the Republic of Kazakhstan, as well as to East Kazakhstan region, increased in 2023 compared to 2022. Also, in 2023 in comparison to 2022, in the Republic of Kazakhstan and in East Kazakhstan region, there is a growth in all three categories included in the total number of inbound and domestic visitors: the number of visitors who stayed at accommodation places, who vacationed in sanatorium-resort organizations, and who visited specially protected natural areas. However, the increase in the number of inbound and domestic visitors to East Kazakhstan region (3.2%) was lower than the increase in the total number of visitors in the Republic of Kazakhstan (12%). Moreover, the increase in the number of visitors staying at

accommodation places in East Kazakhstan region was also lower than in total in the Republic of Kazakhstan. The increase in the number of visitors who vacationed in sanatorium-resort organizations in East Kazakhstan region (12.9%) was slightly higher than in total in the Republic of Kazakhstan (8.9%).

Table 2 shows that, in general, in the Republic of Kazakhstan in 2023, out of 10.98 million inbound and domestic visitors, the majority stayed in accommodation places - 8.14 million visitors (74.1%). Visiting specially protected natural areas was the second most popular choice, and they were visited by 2.43 million people (22.1%). Vacationing in sanatorium-resort organizations was preferred by 413.34 thousand people (3.8%).

According to Table 2, in East Kazakhstan region, the number of inbound and domestic visitors in 2023 was 392,926 people, which is 3.58% of the total number such visitors in the Republic of Kazakhstan. Most number of visitors, which is 94.2% of the total number of inbound and domestic visitors in the East Kazakhstan region, preferred to stay in accommodation places. 12,312 people (3.1%) visited health resort organizations, and 10,560 people (2.7%) visited specially protected natural areas.

Table 3. Number of accommodation places from 2022 to 2024 in the Republic of Kazakhstan, and in East Kazakhstan region

№	Category	Period (year)		
		2022	2023	2024
1	Total number of accommodation places in the Republic of Kazakhstan, units	3,970	3,992	4,303
1.1	Increase in the number of accommodation places, compared to the previous period in the Republic of Kazakhstan, %	-	0.6	7.8
2	Number of accommodation places in East Kazakhstan region, units	320	334	367
2.1	Increase in the number of accommodation places, compared to the previous period in East Kazakhstan region, %	-	4.4	9.9
Note: Compiled by the authors based on the statistical data from the Bureau of National statistics of Agency for Strategic planning and reforms of the Republic of Kazakhstan (2025 b) Dynamic tables: "Number of accommodation establishments"				

According to Table 3, the number of accommodation places increased in total in the Republic of Kazakhstan, as well as in East Kazakhstan region in particular, from 2022 to 2024. The number of accommodation places in total in the Republic of Kazakhstan increased by 7.8% in 2024 compared to 2023. This increase was higher than that happened in 2023. In East Kazakhstan region, the increase in the number of accommodation places amounted to 4.4% in 2023, compared to the previous year. The growth in the number of accommodation places in East Kazakhstan region continued in 2024, and the increase amounted to 9.9% compared to the previous year. As a result, the growth in the number of accommodation places accelerated in 2024 in the Republic of Kazakhstan and East Kazakhstan region.

According to the Bureau of National statistics, a total of 8.14 million visitors

were served by accommodation places in the Republic of Kazakhstan in 2023 (Table 4). Of these, 7.05 million visitors were domestic tourists (residents), and 1.08 million visitors were inbound tourists (non-residents). Table 4 shows the number of visitors served by accommodation places in the Republic of Kazakhstan, and in particular in East Kazakhstan region, from 2022 and 2024.

Table 4. The number of visitors served by accommodation places in the Republic of Kazakhstan, and in particular in East Kazakhstan region, from 2022 to 2024

№	Category	Period (year)		
		2022	2023	2024
1	The number of visitors served at the accommodation places for the reporting period in total in the Republic of Kazakhstan, persons	7,335,162	8,139,270	9,119,300
1.1	Increase in the number of visitors served at the accommodation places, compared to the previous period in the Republic of Kazakhstan, %	-	11	12
2.	The number of visitors served at the accommodation places for the reporting period in East Kazakhstan region, persons	360,319	370,054	427,794
2.2	Increase in the number of visitors served at the accommodation places, compared to the previous period in East Kazakhstan region, %	-	2.7	15.6
Note: Compiled by the authors based on the statistical data from the Bureau of National statistics of Agency for Strategic planning and reforms of the Republic of Kazakhstan (2025 b) Dynamic tables: "Number of served visitors in accommodation establishments"				

Table 4 shows that the number of visitors served by the accommodation places increased in the Republic of Kazakhstan and East Kazakhstan region from 2022 to 2024. The increase in the number of visitors served by the accommodation places in the Republic of Kazakhstan in 2023 and 2024, compared to the corresponding previous year was 11% and 12%, respectively. In East Kazakhstan region, the increase in the number of served visitors in 2023 compared to 2022 was slight, but in 2024, compared to 2023, there was a sharp growth, resulting in an increase which amounted to 15.6%.

Table 5. The volume of services provided by accommodation places in total in the Republic of Kazakhstan, and in East Kazakhstan region, from 2022 to 2024

№	Category	Period (year)		
		2022	2023	2024
1	The volume of services rendered by accommodation places in total in the Republic of Kazakhstan, thousand tenge	182,865,265.7	229,248,669.6	229,840,589.2
1.1	Increase in the volume of services rendered by accommodation places in total in the Republic of Kazakhstan, in comparison to the previous period, in %	-	25.4	0.3

2	The volume of services rendered by accommodation places in East Kazakhstan region, thousand tenge	4,862,020.2	5,922,268.7	7,961,961.6
2.2	Increase in the volume of services rendered by accommodation places in East Kazakhstan region, in comparison to the previous period, %	-	21.8	34.4

Note: Compiled by the authors based on the statistical data from the Bureau of National statistics of Agency for Strategic planning and reforms of the Republic of Kazakhstan (2025 b) Dynamic tables: "Volume of services provided by accommodation establishments"

According to Table 5, the volume of services rendered by accommodation places in the Republic of Kazakhstan in 2023 amounted to 229.2 billion tenge, and in comparison to 2022, the increase was 25.4%. But, in 2024 the increase in the volume of rendered services was only 0.3% in comparison to 2023.

In East Kazakhstan region in 2023, the volume of services rendered by the accommodation places of the region amounted to 5.9 billion tenge. The increase in this category in 2023 compared to the previous year was 21.8%. Then, the volume of rendered services continued to grow, and the increase amounted to 34.4% in 2024 compared to 2023.

Next step is to consider Table 6, which shows the number of accommodation places in the Republic of Kazakhstan for 2023 by regions and cities of republican significance, as well as the number of accommodation places in urban and rural areas. By the number of accommodation places in rural areas, a comparison was made only by the regions of the Republic of Kazakhstan.

Table 6. Number of accommodation places in the Republic of Kazakhstan in 2023 by regions and cities of republican significance

Category	<i>In total</i>	<i>Including the accommodation places, that are in:</i>					<i>Prevailing percentage of accommodation places in the urban area or rural area, %</i>
		City (including regions and cities of republican significance)		Village (including regions)			
	Total number of accommodation places	Share between regions and cities of republican significance, %	Number	Share, %	Number	Share, %	
The Republic of Kazakhstan	3,992	100	2 318	100	1 674	100	Urban 58.1%
Abai	325	8.1	66	2.8	259	15.5	Rural 79.7%
Akmola	339	8.5	146	6.3	193	11.5	Rural 56.9%
Aktobe	100	2.5	74	3.2	26	1.6	Urban 74%

Almaty	261	6.5	91	3.9	170	10.2	Rural 65.1%
Atyrau	128	3.2	96	4.1	32	1.9	Urban 75%
West Kazakhstan region	92	2.3	73	3.1	19	1.1	Urban 79.3%
Zhambyl	225	5.6	150	6.5	75	4.5	Urban 66.7%
Zhetysu	311	7.8	78	3.4	233	13.9	Rural 74.9%
Karagandy	245	6.1	194	8.4	51	3	Urban 79.9%
Kostanay	132	3.3	76	3.3	56	3.3	Urban 57.6%
Kyzylorda	150	3.8	93	4	57	3.4	Urban 62%
Mangistau	101	2.5	72	3.1	29	1.7	Urban 71.3%
Pavlodar	124	3.1	52	2.2	72	4.3	Rural 58.1%
North Kazakhstan region	123	3.1	51	2.2	72	4.3	Rural 58.5%
Turkistan	220	5.5	117	5	103	6.2	Urban 53.2%
Ulytau	25	0.6	18	0.8	7	0.4	Urban 72%
East Kazakhstan region	334	8.4	114	4.9	220	13.1	Rural 65.9%
Astana city	257	6.4	257	11.1	-	-	-
Almaty city	354	8.9	354	15.3	-	-	-
Shymkent City	146	3.7	146	6.3	-	-	-

Note: Compiled by the authors based on the statistical data from the Bureau of National statistics of Agency for Strategic planning and reforms of the Republic of Kazakhstan (2023) Spreadsheets: "On the activity of accommodation places in the Republic of Kazakhstan (January- December 2023)"

From Table 6, in total, there were 3,992 accommodation places in the Republic of Kazakhstan at the time of 2023. Of these, higher proportion was located in urban areas - 58.1% (2,318 units) of the total number of accommodation places in the country. In 2023, the largest number of accommodation places, regardless of the type of area, was Almaty city - 354 units, which is 8.87% of the total number of accommodation places in the Republic of Kazakhstan. Akmola region was in second place with 339 units (8.49%). East Kazakhstan region was in third place with 334 units (8.37%). Abai region was in fourth place with 325 units (8.14%). And, Zhetisu region was in the fifth place with 311 units (7.79%). Thus, East Kazakhstan region was the third largest in terms of the total number of accommodation places.

Considering the number of the accommodation places located only in urban areas for 2023, Almaty city can be highlighted again. The city had 354 accommodation places which is 15.27% of the total number of the accommodation places located in urban areas.

In 2023, in East Kazakhstan region, 114 accommodation places were located in urban areas, which is 4.9% of the total number of accommodation places located in urban areas. Thus, East Kazakhstan region was eight places in terms of the number of accommodation places located in urban areas. This is a significant indicator, as only in 5 regions of the Republic of Kazakhstan there were more than 100 accommodation places located in urban areas.

Next, it is worth analyzing the number of accommodation places located only in rural areas for 2023. The largest number of accommodation places located in rural areas was in the Abai region - 259 units. This is 15.47% of the total number of accommodation places located in rural areas. Zhetisu region was in second place with 233 units (13.92%), East Kazakhstan region was in third place with 220 units (13.14%), Akmola region was in fourth place with 193 units (11.53%) and Almaty region was in fifth place with 170 units (10.16%). Thus, East Kazakhstan region was the third by the number of accommodation places located in rural areas.

The next aspect is to consider Table 7, which shows statistical data on the accommodation places for regions of the Republic of Kazakhstan, for cities of republican significance and for the Republic of Kazakhstan as a whole.

Table 7. The statistical data on accommodation places in the Republic of Kazakhstan in 2023 by regions and cities of republican significance

Category	Statistical data				
	Number of accommodation places, units	Number of served visitors, persons	Share of total number of served visitors, %	Volume of rendered services, thousand tenge	Share of total volume of rendered services, %
The Republic of Kazakhstan	3,992	8,139,270	100%	229,248,669.6	100%
Abai	325	333,966	4.1	6,027,915.6	2.6
Akmola	339	504,542	6.2	21,146,988.9	9.2
Aktobe	100	185,326	2.3	3,679,414.7	1.6
Almaty	261	408,129	5	8,859,879.0	3.9
Atyrau	128	171,775	2.1	5,998,515.9	2.6
West Kazakhstan region	92	166,560	2	4,626,785.9	2
Zhambyl	225	156,631	1.9	2,309,687.8	1
Zhetisu	311	269,071	3.3	4,595,023.9	2
Karagandy	245	362,344	4.5	6,314,908.8	2.8
Kostanay	132	221,107	2.7	2,888,888.1	1.3
Kyzylorda	150	116,809	1.4	1,582,900.4	0.7
Mangystau	101	390,332	4.8	15,082,337.7	6.6
Pavlodar	124	213,092	2.6	4,265,108.1	1.9

North Kazakhstan region	123	153,986	1.9	2,076,271.9	0.9
Turkistan	220	272,937	3.4	5,586,740	2.4
Ulytau	25	31,047	0.4	554,158	0.2
East Kazakhstan region	334	370,054	4.5	5,922,268.7	2.6
Astana city	257	1,324,047	16.3	45,391,954.2	19.8
Almaty city	354	2,038,417	25	74,098,468.1	32.3
Shymkent city	146	449,098	5.5	8,240,453.9	3.6

Note: Compiled by the authors based on the statistical data from the Bureau of National statistics of Agency for Strategic planning and reforms of the Republic of Kazakhstan (2023) Spreadsheets: “On the activity of accommodation places in the Republic of Kazakhstan (January- December 2023)”

According to Table 7, in total, 8.1 million visitors were served by accommodation places in the Republic of Kazakhstan in 2023. The volume of services rendered by the accommodation places amounted to 229.2 billion tenge.

Next, it is worth analyzing the number of visitors served in the regions and the cities of republican significance in 2023 (Table 7). The number of visitors served in East Kazakhstan region in 2023 was 370,054 people, which is 4.5% of the total number of visitors served in the Republic of Kazakhstan. The largest number of visitors was served in Almaty city - 2,038,417 people. Astana city was in second place with 1,324,047 people. Akmola region was in third place with 504,542 people. When comparing statistical data on the number of visitors served, it can be seen that East Kazakhstan region had a fairly large number of visitors to accommodation places, because except the cities of republican significance, only in three regions of the Republic of Kazakhstan there were more served visitors: Akmola region, Almaty region and Mangistau region.

The next aspect of consideration is the volume of services rendered by accommodation places in 2023 (Table 7). The largest volume of services was rendered by the accommodation places in Almaty - 74.1 billion tenge, which is 32.3% of the total volume of services rendered by accommodation places in the Republic of Kazakhstan. In East Kazakhstan region, the volume of services rendered by accommodation places in 2023 amounted to 5.9 billion tenge, which is 2.6% of the total volume of services rendered by accommodation places in the Republic of Kazakhstan. In 6 regions and all three cities of republican significance, the volume of services rendered in 2023 was higher than in East Kazakhstan region. And, accordingly, in 10 regions of the Republic of Kazakhstan, the volume of services rendered was lower than in East Kazakhstan region.

There are three indicators calculated from statistical data from Table 8. As a result, these three indicators are illustrated in Table 8.

Table 8. Three indicators calculated from statistical data on the accommodation places in 2023 by regions and cities of republican significance

Category	<i>Indicators</i>		
	The average number of visitors served per place of accommodation, persons	The volume of services rendered per place of accommodation, thousand tenge	The volume of rendered services per visitor, thousand tenge
The Republic of Kazakhstan	2,039	57,427	28.2
Abai	1,028	18,547.4	18
Akmola	1,488	62,380.5	41.9
Aktobe	1,853	36,794.1	19.9
Almaty	1,564	33,945.9	21.7
Atyrau	1,342	46,863.4	34.9
West Kazakhstan region	1,810	50,291.2	27.8
Zhambyl	696	10,265.3	14.7
Zhetisu	865	14,775	17.1
Karagandy	1,479	25,775.1	17.4
Kostanay	1,675	21,885.5	13.1
Kyzylorda	779	10,552.7	13.6
Mangystau	3,865	149,330.1	38.6
Pavlodar	1,719	34,396	20
North Kazakhstan region	1,252	16,880.3	13.5
Turkistan	1,241	25,394.3	20.5
Ulytau	1,242	22,166.3	17.8
East Kazakhstan region	1,108	17,731.3	16
Astana city	5,152	176,622.4	34.3
Almaty city	5,758	209,317.7	36.4
Shymkent city	3,076	56,441.5	18.3
Note: Compiled by the authors based on the statistical data from Table 7			

In Table 8, three indicators calculated from the statistical data are: the number of visitors served per place of accommodation, the volume of services rendered per place of accommodation, and the volume of rendered services per visitor. On average, in 2023, one place of accommodation in the Republic of Kazakhstan served approximately 2,039 people per year, while the volume of services provided by one location amounted to 57.4 million tenge, and the volume of services provided per visitor amounted to 28.2 thousand tenge.

According to the indicator of the number of visitors served per one place of accommodation, in the East Kazakhstan region one place of accommodation served 1,108 visitors (Table 8). In 13 regions and all three cities of republican significance, this indicator was higher than in the East Kazakhstan region. The highest value of this indicator was in Almaty city and is 5,758 visitors served per one place of

accommodation. Among the regions of the Republic of Kazakhstan, Mangystau region had the highest value of this indicator, with 3,865 visitors per place of accommodation.

The next step is to consider such an indicator as the volume of services rendered per one place of accommodation (Table 8). In 2023, in East Kazakhstan region, the volume of services rendered per one place of accommodation was 17,731.3 thousand tenge. In 12 regions and all three cities of republican significance, this indicator was higher than in East Kazakhstan region. The largest volume of services rendered per one place of accommodation was in Almaty city and is 209,317.7 thousand tenge. Among the regions of the Republic of Kazakhstan, Mangystau region had the highest value of this indicator. In this region the volume of services rendered per place of accommodation was 149,330 thousand tenge.

The third indicator is the volume of services rendered per visitor (Table 8). In East Kazakhstan region, the volume of services rendered per visitor is 16 thousand tenge. In 12 regions and all three cities of republican significance, this indicator was higher than in East Kazakhstan region. The largest volume of services rendered per visitor was in Akmola region and amounted to 41.9 thousand tenge.

Discussion. As a result, the main data on the tourism industry of the Republic of Kazakhstan and East Kazakhstan region is summarized in Table 9 on the basis of the data from Tables 1-8.

Table 9. The main statistical data on tourism sector of the Republic of Kazakhstan and East Kazakhstan region, as well as three indicators, for 2023, with a comparison to 2022 figures

№	Category	The Republic of Kazakhstan		East Kazakhstan region	
		Data for 2023	Increase in 2023 compared to 2022	Data for 2023	Increase in 2023 compared to 2022
1	Number of inbound and domestic visitors, persons	10,978,555	12%	392,926	3.2%
1.1	Number of visitors staying at accommodation places, persons	8,139,270	11%	370,054	2.7%
1.2	Number of visitors who vacationed in sanatorium-resort organizations, persons	413,344	8.9%	12,312	12.9%
1.3	Number of visitors to specially protected natural areas, persons	2,425,941	16.3%	10,560	11.1%
2	Total number of accommodation places in the Republic of Kazakhstan, units	3,992	0.6%	334	4.4%
2.1	Share of the accommodation places located in the urban area, %	58.1	-	34.1	-

2.2	Share of the accommodation places located in the rural area, %	41.9	-	65.9	-
3	The volume of services rendered by accommodation places, thousand tenge	229,248,669.6	25.4%	5,922,268.7	21.8%
4	The average number of visitors served per place of accommodation, persons	2,038.9	-	1,107.9	-
5	The volume of services rendered per place of accommodation, thousand tenge	57,427	-	17,731.3	-
6	The volume of services rendered per visitor, thousands tenge	28.2	-	16	-
Note: Compiled by the authors based on the data from Tables 1-9					

Due to the fact that statistical information on the number of inbound and domestic visitors is available at the time of writing only until 2023, the results of the analysis of the East Kazakhstan region's tourism sector are summarized below by comparing statistical data and indicators for 2023 and 2022 on the basis of the above table and all of the above.

From Table 9, it can be concluded that in the East Kazakhstan region in 2023, the total number of inbound and domestic visitors who stayed at the accommodation places, vacationed in health resort organizations, or visited specially protected natural areas was 392.9 thousand people or 3.58% of the total number of such visitors in the Republic of Kazakhstan. Most of the incoming and domestic visitors to East Kazakhstan region preferred to stay in accommodation places. In 2023, the increase of the number of accommodation places in the region was 4.4%, compared to the previous year.

The number of visitors served by places of accommodation in East Kazakhstan region in 2023 increased by 9,735 people compared to 2022, and the increase was 2.7%. This increase was lower than the increase in the number of visitors served by accommodation places in total in the Republic of Kazakhstan for the same periods, which was 11%.

The volume of services rendered by accommodation places in East Kazakhstan region in 2023 increased compared to 2022, showing an increase of 21.8%. This increase is slightly lower than the increase in the volume of services rendered by accommodation places in total in the Republic of Kazakhstan for the same period.

As of 2023, East Kazakhstan region had a fairly large number of accommodation places - 334 units which is 8.37% of the total number of accommodation places in the Republic of Kazakhstan. In addition, in East Kazakhstan region, a large number of accommodation places (220 units) were located in rural areas, which is 13.14% of the total number of accommodation places located in rural areas. According to two

statistical indicators, such as the number of accommodation places and the number of accommodation places located in rural areas, in East Kazakhstan region, the largest number of accommodation places were located in rural areas (65.87%), while in total in the Republic of Kazakhstan, the largest number of places of accommodation were located in cities (58.07%).

In 2023, slightly more than 370 thousand people stayed in accommodation places in East Kazakhstan region. This was more than in 13 regions of the Republic of Kazakhstan. The volume of rendered services in the region for the same year amounted to 5.9 billion tenge. This was higher than in 10 regions.

According to the indicators calculated from the statistical data for 2023, the results are as follows. In East Kazakhstan region, on average, one place of accommodation served 1,108 visitors, and this was more than in 3 regions, and, accordingly, less than in 13 regions and three cities of republican significance.

In 2023, in East Kazakhstan region, the volume of services rendered per one place of accommodation was 17.7 million tenge. In 4 regions, the volume of services rendered per one place of accommodation was less than in East Kazakhstan region. And, accordingly, in 12 regions and all three cities of republican significance this indicator was higher. In East Kazakhstan region, the volume of services rendered per one visitor was 16 thousand tenge. In 4 regions, the volume of services rendered per one visitor was less than in East Kazakhstan region, and, accordingly, in 12 regions and all three cities of republican significance this indicator was higher.

Conclusion. In the tourism industry of the region, as well as in its tourism sector as a whole, there is an increase in the number of accommodation places, an increase in the number of visitors served by accommodation places and the volume of services rendered by accommodation places. There are quite a large number of accommodation places in East Kazakhstan region. More than half of them is located in rural areas.

In considering the statistics of tourism in the region, good results are seen in terms of the number of served visitors and the volume of rendered services. However, when comparing such indicators as the number of visitors served per place of accommodation, the volume of services rendered per per place of accommodation, and the volume of services rendered per visitor, there is a need to improve the efficiency of the functioning of places of accommodation and the tourism industry in the region.

To achieve greater efficiency, it is possible not to open new accommodation places, but to increase the attractiveness of existing ones. In addition, it is possible to increase the transport accessibility of tourist attractions and accommodation places. Also, to increase the volume of rendered services, it is possible to provide a wider range of services in accommodation places.

East Kazakhstan region is a natural pearl of Kazakhstan, having rich nature. Recreational resources of the region are significant. The region has its own nature reserves and a national park. With such potential, East Kazakhstan region can become one of the most popular tourist destinations not only for domestic tourists, but also

for tourists from foreign countries. Thus, the tourism sector of the region has great potential for further productive development. Such development can be achieved by increasing efficiency of tourism enterprises and the attractiveness of domestic tourism in the whole country.

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