

standards for tourism services, etc. Thus, by 2026, it is planned to ensure that at least 5.5 thousand people employed in the tourism sector are covered by competency development activities. It is assumed that the adoption of the concept will create the necessary conditions for the effective development of the domestic tourism industry and achieve the goal of 8.2 % share in the structure of GDP in 2026.

Conclusion. All these activities will contribute to the further development of both domestic and inbound tourism, which will ultimately lead to a significant increase in the attractiveness of the national tourism product and Kazakhstan's integration into the world tourism market. Creating an attractive domestic tourism product, rich in a variety of basic and additional services, should be an important task for the development of the Kazakhstani tourism market. The study of the main indicators of the tourism market shows that, despite a certain increase in the financial performance of tourism enterprises, the level of tourism development in the Republic of Kazakhstan is currently low.

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SOCIO-ECONOMIC ROLE OF TOURISM IN THE ECONOMY OF KAZAKHSTAN

Abstract: tourism is one of the leading and most dynamic sectors of the economy. International experts consider modern tourism to be a branch of the world economy that does not know recessions. In many countries, tourism plays a significant role in generating gross domestic product, creating additional jobs and providing employment to the population, as well as activating the foreign trade balance. This article examines the socio-economic role of tourism in the national economy to Kazakhstan.

Key words: tourism; economy; Kazakhstan; state regulation; destination.

Introduction. Recently, tourism has become one of the most profitable businesses in the world. The importance of tourism as a source of foreign exchange earnings and expansion of international relations is constantly growing. The sale of raw materials depletes the country's energy resources, and the tourism industry runs on renewable resources. Tourism has a stronger multiplier effect than most other economic sectors. It directly or indirectly affects 32 sectors of the economy (these are travel agencies, all types of transport, hotel complexes, food systems, holiday homes, sanatoriums, national crafts, national parks, and much more). In addition, this is every ninth workplace in global production [1].

The importance of tourism for the socio-economic development of society is characterized by the following data: total expenditures on domestic and international tourism account for 12 % of the world's gross national product, and more than 1.5 billion rubles are recorded annually. domestic and international travel, which involves one third of the world's population. International tourism annually accounts for 7 % of total world exports and 25—30 % of world trade in services; international tourism has an annual growth rate of 4.0 %, and in the future it will become the world's leading export industry.

The development of the tourism industry is due to a number of factors:

- 1) availability of tourist and recreational resources in any country;
- 2) development of all enterprises and industries directly or indirectly related to tourism;
- 3) attracting foreign currency from abroad, while developing inbound tourism;
- 4) making a profit at low cost;
- 5) no costs for the acquisition of primary factors of production;
- 6) development of small and medium-sized businesses that provide jobs to the population;
- 7) increase in the service sector;
- 8) formation of the country's image and visibility to the entire international community [2].

The main part. Kazakhstan is a huge country in the very center of Eurasia, where East and West have merged. The tourist routes of Kazakhstan are a unique nature that paradoxically combines full-flowing rivers, lakes with sultry deserts and singing sands, proud mountain peaks with divinely green oases, and an ancient culture dating back to ancient pagan times.

The tourism industry in the Republic of Kazakhstan is recognized at the state level as one of the priority sectors of the economy. Thus, in the implementation of the provisions of industrial and innovative development of

the country's economy, the leading role belongs to the cluster system, in particular the tourism cluster. Current trends in the development of this industry are such that tourists who have well studied the most famous resorts in the world tend to go to those countries where the tourism sector is just beginning to develop. From this position, Kazakhstan's attractiveness is growing.

The country has a concept of tourism development in the Republic of Kazakhstan until 2023, which notes that tourism can have three positive effects on the country's economy: first, to ensure the inflow of foreign currency and have a positive impact on such economic indicators as the balance of payments and total exports; secondly, it helps to increase employment; Third, it contributes to the development of the country's infrastructure [3].

Kazakhstan remains a "tourism donor" for such countries as the Republic of Turkey, the People's Republic of China, the United Arab Emirates, and the Kingdom of Thailand, where the tourism industry is developing intensively, creating new jobs, improving the balance of payments structure, and increasing the well-being of the population.

The demand of Kazakhstan tourists for outbound tourism represents a loss of business share for tourist destinations and accommodation facilities in Kazakhstan, so it is natural to assume that with the qualitative development of tourism in the republic, a certain number of domestic tourists currently vacationing abroad will prefer Kazakhstan tourist destinations, spending on tourism within the country.

The main reasons that hinder the accelerated development of tourism in Kazakhstan include:

1) insufficient development of engineering, transport and social infrastructure in tourist areas, inaccessibility of tourist facilities, low level of service in tourist recreation areas, insufficient quantity and quality of service for roadside infrastructure facilities;

2) lack of qualified personnel in the tourism sector, including the academic nature of education, some isolation of educational programs from the requirements of the labor market, production needs, employers' expectations, etc.;

3) visa and migration formalities;

4) insufficient level of coordination of interested state bodies to implement an integrated approach in the development of the tourism industry, including cultural and sports areas;

5) weak marketing and branding;

6) low investment attractiveness.

Analyzing the changes in the main economic indicators of tourism development, we can conclude that the potential of Kazakhstan tourism is not fully realized, since the development of the tourism industry directly depends on the creation of a modern competitive tourist complex, including natural and climatic conditions, tourist attractions, necessary infrastructure (transport, aviation, railway, engineering and communication, "soft"), including taking into account the reconstruction of checkpoints across the State Border of the Republic of Kazakhstan, places of entertainment, food facilities, etc., which provide ample opportunities to meet the needs of Kazakhstani and foreign citizens in tourist services.

The creation of a modern and competitive tourist complex can make a significant contribution to the development of the country's economy through tax revenues to the budget, the inflow of foreign currency, increasing the number of jobs, as well as ensuring control over the preservation and rational use of cultural and natural heritage.

State support for tourism is a necessary condition for the sustainable development of the industry. International experience shows that an active state policy aimed at creating conditions for the development of tourist infrastructure, attracting private investors, and forming a regulatory framework that provides favorable economic conditions for the activities of tourism industry entities allows the tourism industry to take an important place in the socio-economic development of the country.

At the same time, some examples can be identified that correspond to the current situation in the field of state regulation of the tourism industry in the Republic of Kazakhstan in a number of ways:

1) the active role of the state in modernizing the country through direct participation in the economy;

2) lack of natural development of resort areas, as a rule, due to remoteness, lack of infrastructure and underdevelopment of the domestic market in terms of sanatorium-resort tourism.

There are several main economic and social prerequisites for considering tourism as one of the national priorities of economic development in the Republic of Kazakhstan:

1) increase of the population's income, revenues to the state budget, improvement of social well-being, the possibility of creating new jobs, including ensuring employment of the population of rural and remote areas, young people without interrupting the traditional way of life;

2) promote the development of a culture of entrepreneurship among the general population by creating opportunities for family, small and medium-sized businesses, including through the implementation of anchor tourist projects in the most promising areas of tourist clusters;

3) contribution to the development of regions and rural areas of the Republic of Kazakhstan, including the development of engineering, transport and tourist infrastructure in remote areas, infrastructure of checkpoints across the State Border of the Republic of Kazakhstan;

4) promote cooperation and create opportunities in other sectors of the economy, including agriculture, transport, trade, mechanical engineering, light and food industry, creative industry, non-manufacturing sector;

5) promote the creation of positive and productive intercultural relations that promote national and interstate mutual understanding, including the promotion of socio-cultural, ethnographic, medical, sports, cultural

and educational, scientific, children's and youth and other types of tourism that promote the values of the national idea "Mangilik El";

6) raising awareness of the republic in regional and global markets through active country marketing and promotion of the Great Silk Road brand;

7) rich historical and cultural heritage of Kazakhstan, included in the UNESCO World Cultural Heritage List, and the State List of Historical and Cultural Monuments of National Significance [4].

In order to achieve the national goals of economic diversification and improve the well-being and quality of life of the population of the republic, the tourism industry should develop in certain tourist clusters with a competitive tourism business, which is based on qualified employees who offer attractive tourist products for both domestic and foreign tourists. Development in this direction should contribute to a strong and stable growth of income from tourism activities for all stakeholders-the state, business and employees.

The development of inbound and domestic tourism in Kazakhstan will depend on a number of market trends in general in tourism, economy, demography, ecology, technology and other areas.

The main long-term trends of tourism in general are:

1) stable development of international tourism with a subsequent increase in the number of international arrivals and revenues from international tourism, which provides a generally positive market basis for the development of the tourism industry in Kazakhstan;

2) Growing tourist demand in emerging foreign markets such as the People's Republic of China, the Republic of India, the Middle East and the Russian Federation. The geographical location of these countries makes it possible to develop tourist products for these markets and sell them relatively easily due to their territorial proximity to Kazakhstan;

3) relatively high and stable demand in developed foreign markets, such as Europe, which provides Kazakhstan with the opportunity to sell its attractive and unique tourist products in these markets;

4) the growing tourist offer from developing destinations, such as the Republic of Azerbaijan, the People's Republic of China, Georgia, the Kyrgyz Republic, Mongolia, the Russian Federation, Turkmenistan and the Republic of Uzbekistan, which is likely to compete with the tourist offer of Kazakhstan in the future.

High and active competition among developed tourist destinations requires Kazakhstan's analogues to have adequate positioning in this market, as well as the ability to adapt to its constantly changing conditions.

Conclusion. In conclusion, I would like to note that in order for the tourism industry to become highly profitable, as the world practice of tourism development shows, it is necessary to consolidate the efforts of all participants in the tourism market, public and private sectors. And here the role of the Government of the republic is to ensure coordination of development policies and planning in the tourism industry at the interstate, public and private levels.

With a comprehensive solution of all the tasks mentioned above, the creation of a competitive tourism industry capable of business cooperation in the framework of international trade in services in the field of tourism and recreation will undoubtedly be ensured in the coming years.

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