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growth. Additionally, it can contribute to social development by promoting intercultural understanding and providing opportunities for people to engage with local culture and build cross-cultural relationships. Finally, it can help protect the environment through the development of sustainable practices that reduce emissions, conserve natural resources, and protect wildlife habitats.

Tourism in Kazakhstan has the potential to make a meaningful contribution to the SDGs. By developing a sustainable tourism industry, Kazakhstan can promote economic growth, foster social inclusion, and protect the environment.

**Conclusion.** This report has evaluated the role of tourism in achieving the Sustainable Development Goals and how governments, the private sector, and non-governmental organizations (NGOs) can use tourism to contribute to a sustainable future. It has been shown that the tourism industry can have a positive impact on sustainable development by promoting economic growth, job creation, and foreign exchange earnings in many countries. Governments, the private sector, and NGOs can all play a key role in enhancing the contribution of tourism to sustainable development. It is recommended that governments, the private sector, and NGOs work together to develop policies, regulations, and initiatives that promote sustainable tourism practices. Additionally, it is recommended that governments, the private sector, and NGOs use tourism to support the achievement of the SDGs through initiatives such as providing access to education and health services, creating economic opportunities, and promoting sustainable consumption and production patterns.

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## **SUSTAINABLE TOURISM DEVELOPMENT GOALS OF KAZAKHSTAN**

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### **Introduction**

Over the past decades, most developed and developing countries have prioritized sustainable economic growth and increased opportunities to use resources without harmful environmental impacts. The concept of “sustainable development” is a new strategy of civilization, which appeared in the process of combining economic, social and environmental aspects and

implies the satisfaction of human needs while maintaining the livelihood of the planet.

Sustainability in tourism implies a positive balance of the tourism industry's environmental, socio-cultural and economic aspects. Tourism is more dependent on environmental cleanliness of the environment, as an increasing number of potential tourists support "green travel". In this regard, ecotourism has become particularly popular in world tourism in recent decades, which the International Society for ecotourism has defined as “responsible travel to natural areas that preserve the environment and support the well-being of the local population” [1]. This definition is consistent with the concept of sustainable tourism.

The relevance of the problem of sustainable development has not bypassed Kazakhstan. In September 2015, ex-President of the Republic of Kazakhstan Nursultan Nazarbayev signed a document on the adoption of the Sustainable Development Goals in the country for the period up to 2030 [2].

The analysis of UN experts under the MAPS project (M-Mainstreaming, A- Acceleration, PS-Policy Support) says that existing national priorities can help achieve more than 60 percent of the SDGs in Kazakhstan. At the same time, a study by the Institute of Economic Research JSC titled “Issues of Sustainable Development Implementation in Kazakhstan” shows that 79% of the SDG targets are reflected in the documents of the state planning system of Kazakhstan and national programs, such as the development strategy “Kazakhstan - 2050”, “Rukhani Zhangyru”, “10 priority tasks of the President Tokayev” and the plan of nations “100 concrete steps” to implement five institutional reforms [3]. It means that the country has great potential in the timely implementation of the SDGs until 2030.

In August 2018, the Prime Minister of the Republic of Kazakhstan, guided by the recommendations of the UN, signed a decree on the establishment of a Coordinating Council, in which the SDGs will be divided into 5 working groups in the areas of people, prosperity, planet, peace and partnership, shown in Table 1. Each group of goals is assigned to one of the Ministries of the Republic of Kazakhstan and has to report intermediate achievements and challenges [3].

**Table 1**  
Interdepartmental working groups and their SDGs

<b>Interdepartmental working groups</b>					
<b>The name of group</b>	<b>"People"</b>	<b>"Prosperity"</b>	<b>"Planet"</b>	<b>"Peace"</b>	<b>"Partnership"</b>
<b>The responsible Ministry</b>	The Ministry of Labor and Social Protection of the RK	The Ministry of National Economy of the RK	The Ministry of Energy of the RK	The Ministry of Information and Social Development of the RK	The Ministry of Foreign Affairs of the RK
<b>Sustainable Development Goals</b>	SDG 1: no poverty. SDG 2: zero hunger. SDG 3: good health and well-being. SDG 4: quality education. SDG 5: gender	SDG 7: affordable and clean energy. SDG 8: decent work and economic growth. SDG 9: industrialization, innovation and	SDG 6: Clean water and sanitation. SDG 12: responsible consumption and production. SDG 13: climate action. SDG 14: life	SDG 16: peace, justice and strong institutions.	SDG 17: Partnership for the goals.

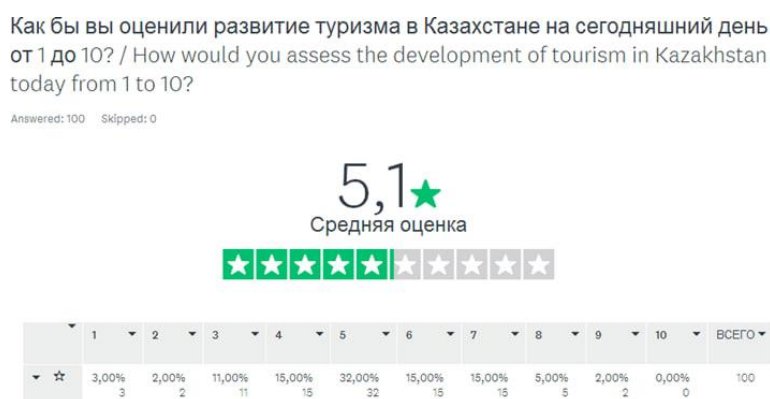
	quality.	infrastructure SDG 10: Reduced inequalities. SDG 11: sustainable cities and communities.	below water. SDG 15: life on land.		
<i>Note – compiled by author based on sources [2, 4]</i>					

### Materials and Methods

In order to find out the public opinion about tourism development in Kazakhstan, a survey was conducted through the online survey platform – “Survey Monkey”. In total, 100 people were surveyed. All participants in this study were volunteers and answered the questions not affected by different agitations, pressure, chemicals and drugs.

In order to identify people’s level of awareness of the meaning of “Sustainable Tourism Development”, the first question in the survey asked them to choose one statement out of three that best describes this term. According to the results, the overwhelming majority of people do not know the clear meaning of “Sustainable Tourism Development” and get confused about its basic concept and purpose, as only 48% of respondents gave the correct answer. So, the statement that fully reveals the meaning was “Sustainable Tourism Development is a long-term tourism development with the priority of preserving economic, social and environmental balance”. The other two incorrect options were “Sustainable Tourism Development is a long-term tourism development to meet the needs of tourists in rest and recreation” (28%) and “Sustainable Tourism Development is a long-term development of internal and external types of tourism with stable economic growth”(42%).

The second question was asked to assess the development of tourism in Kazakhstan from 0 to 10, to determine the level of satisfaction with domestic tourism. The average score is 5.1 points out of 10, which indicates that people are not satisfied enough with the development of domestic tourism (Figure 1).



**Figure 1.** Assessment of tourism development in Kazakhstan by local people.

*Note – source used: a survey conducted through online survey platform – “Survey Monkey”*

In order to find out the possible reasons for the dissatisfaction with the development of domestic tourism the question “What factors do you think hinder the development of tourism in Kazakhstan?” was asked and 6 possible options of answers were provided to choose from (Figure 2).



**Figure 2.** Factors that hinder the development of tourism in Kazakhstan

*Note – source used: a survey conducted through online survey platform – “Survey Monkey”*

As shown in Figure 2, there are 2 options that could be considered as major hindrances to tourism development. They are “Weak infrastructure” (68%) and “Ineffective advertising activities” (60%). The next most important reasons for dissatisfaction on the part of citizens are “The discrepancy of price and quality” (49%) and “Low density of tourist destinations” (37%). Options, such as “Dislike of foreigners” and “Problems in obtaining a visa” were considered as less hindering factors as they got only 12% and 6% respectively. Taking into account these values, it can be concluded that the first four factors should be nearby overcome to increase the prosperity of tourism in Kazakhstan.

Summing up, the results of the survey show that the population is not sufficiently satisfied with the development of domestic tourism. The key factors for the development of the tourism industry highlighted by residents of the county include firstly, the development of infrastructure, secondly, the promotion of tourist destinations through effective advertising and sustainable development without harming the environment. Implementation of sustainable development goals can positively impact the development of the tourism industry in Kazakhstan.

The main factor in increasing the country's tourism potential and attracting tourists, both domestic and foreign, is the high-quality and comprehensive promotion of tourist facilities and products. Table 2 shows the development in the areas of sustainable tourism and tourism products that will be carried out in the priority areas of tourism.

**Table 2**

Priority areas of sustainable tourism and their main goals

№	Priority areas of sustainable tourism	Main goals
1	Ecological tourism	1) development of ecological tourism on the basis of current practices and legislation in the field of tourism, including in protected areas; 2) introduction of voluntary certification of ecotourism entities within the quality assessment system; 3) creation of a register and study of the issue of creating an online booking platform for certified guest houses.

2	Agritourism	<ol style="list-style-type: none"> <li>1) development of M&amp;E of agro-tourism facilities in rural areas;</li> <li>2) conducting training activities for rural residents in the regions of Kazakhstan;</li> <li>3) compiling and maintaining a register of entities providing services in agritourism.</li> </ol>
3	Ethnographic tourism	<ol style="list-style-type: none"> <li>1) development and dissemination of information about the opportunities for doing small business in the field of tourism in rural areas;</li> <li>2) release of illustrated collections of Kazakh legends related to natural, cultural and other sights of Kazakhstan.</li> </ol>
4	Camping tourism and caravanning	<ol style="list-style-type: none"> <li>1) development of standards for the design and operation of campsites, depending on their category, based on international standards of developed countries, improvement of the Road Traffic Rules of Kazakhstan;</li> <li>2) promoting the creation of a network of campsites, trailer parks, glampings, ethnic villages along the most popular auto routes, including through the use of public-private partnership mechanisms;</li> <li>3) assistance in the organization of caravanning and guarded TIR parking lots jointly by NC Kazavto Zhol JSC.</li> </ol>
5	Medical tourism	<ol style="list-style-type: none"> <li>1) intersectoral coordination of activities aimed at strengthening, developing and improving the quality of sanatorium-resort, recreational, health-improving services to the population;</li> <li>2) development of cooperation between medical organizations and sanatorium-resort organizations with tour operators;</li> <li>3) development of service and management in medical organizations.</li> </ol>
<i>Note – compiled by author based on source [5]</i>		

## Conclusion

Taking everything into consideration, Kazakhstan has great opportunities in the timely implementation of the SDGs until 2030, since most of the sustainable development goals coincide with the country's priorities and national programs. Interdepartmental working groups have been identified that are actively developing a plan to implement the 17 goals of sustainable development. Intermediate achievements and challenges encountered in achieving the goals were demonstrated at the First Voluntary National Survey. One of the striking examples of the implementation of the SDGs was the eco-village «Arnasay», in which 35 innovative technologies were established for the sustainable development of ecotourism. Ensuring the development of sustainable tourism in Kazakhstan is closely related to the search for optimal ways to use its potential resources, namely natural and climatic resources, the number of qualified personnel, the quality of their training, the number and quality of the necessary information, and the level of technical equipment.

In addition, sustainable tourism can be ensured through the development of ecological tourism, which can be developed both outside the national parks and in specially designated areas of national parks for tourists. Moreover, it is important to note that the tourist potential of historical and cultural heritage allows the republic to harmoniously integrate into the international tourism market and achieve intensive development of tourism in the country. This will ensure a steady growth in

employment and incomes of the population, stimulation of the development of industries related to tourism, and an increase in the inflow of investments into the national economy.

The country has a record number of vast transboundary water ecosystems - the Caspian, Ili, Balkhash, Aral, Irtysh, as well as mountainous ones, which makes it possible to cover large-scale ecosystems with the participation of border countries. Kazakhstan becomes a record in terms of the rate of salt capture (from the dried bottom of the Aral Sea), landscaping and forest planting. Good chances for digitalization, transition to 4G communication technology.

Achieving the SDGs by 2030 could create less than \$12 trillion in market opportunities and 380 million new jobs in 4 economic sectors: food and agriculture, cities, energy and materials, public welfare, and human well-being. In the description, this is 60% of the real economy worldwide. And the percentage probability alone can raise global GDP to \$20 trillion by 2050. In addition, a sustainable system should allow tourists to conduct ethical recreational activities in protected areas and gain useful information and knowledge about the environment and nature. The next prerequisite is the continentality of the climate. The climate of Kazakhstan allows the development of sustainable tourism in various colors, that is, there are many recreational activities that interest tourists both in summer and in winter. Thirdly, the richness of flora and fauna species, their high abundance, and the unique combination of species of different genesis in ecosystems are very attractive for clients interested in scientific tourism and sport hunting. Thus, the development of sustainable tourism in Kazakhstan is beneficial in the socio-cultural direction, as well as in the environmental and economic direction [5].

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## ПРОБЛЕМЫ РАЗВИТИЯ РЫНКА ГОСТИНИЧНЫХ УСЛУГ КАЗАХСТАНА И ПУТИ ИХ РЕШЕНИЯ

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В последние годы Казахстан потерял свою привлекательность для иностранных гостей, что объясняется малым развитием туристской инфраструктуры и слабой материально-технической базой гостиничной отрасли. Современные средства размещения отличаются низким уровнем комфорта и технического оснащения, что приводит к потере